



# Audit Bureau Of Circulations

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7<sup>th</sup> December 2016

To,

**All Publisher Members**

## **Notification No. 847 (Part I)**

### **PART – I: CERTIFICATION OF CIRCULATION FIGURES FOR PART AUDIT PERIOD**

Bureau's Council of Management at its recent meeting revisited the provisions of Bureau's Notification No. 819 (i) regarding different number of publishing days contained in the ABC certificate of circulation. Due to inherent anomalies contained in the said Notification, the same to be treated as withdrawn.

After careful examination of the effect of different number of publishing days in the ABC certificate of circulation, Council was of the view that with immediate effect the under mentioned provisions would apply.

This was necessitated since ABC certificate of circulation is for an entire six monthly audit period and the total average figure represents average copies certified amongst various centres for each publishing day.

Accordingly, different number of publishing days in the ABC certificate of circulation would henceforth be treated as under:

- A)** An edition / printing centre published throughout the six month audit period – January to June and July to December would be calculated at the respective number of publishing days (except publishing holidays) eg. 178, 179, 180, 181 days (as the case may be).
- B)** A new edition started during the six monthly audit period for lesser number of publishing days for which the publishing days to be calculated as the maximum number of publishing days amongst all editions in the ABC certificate.
- C)** A new printing centre of an existing edition started during the six monthly audit period for lesser number of publishing days for which the publishing days would be calculated as the maximum number of publishing days of the respective existing edition.
- D)** If a new edition / printing centre has been carved out of an existing edition and/or printing centre, and published for a part audit period, then the publishing days would be taken as the entire six monthly publishing days of the parent edition / printing centre from which it was carved out.

- E) If a particular edition / printing centre has ceased during the audit period, then the same would also be treated similarly and the number of publishing days would be calculated as the maximum number of publishing days amongst the respective edition / printing centres (similar to B & C above).

The above change has been necessitated since ABC issues a six monthly ABC certificate of circulation and therefore all editions / printing centres certified in the ABC certificate of circulation should be for a six monthly audit period.

Foot note:-

In respect of all such cases of part audit period, Bureau would provide a detailed foot note as under:

..... edition and/or ..... printing centre (as the case may be)  
started/ceased on ..... and published for ..... publishing days.  
(date)

The average qualifying sales for the same works out to ..... copies (based on actual publishing days).

It is also clarified that for calculating increase / decrease in circulation figures over the previous period, the same would be calculated based on the actual qualifying sales figure for the actual number of publishing days.

In the Annexure attached we provide you few examples for your immediate reference.

Should you have any queries regarding the above, please feel free to contact the Secretariat.

Thanking you,

Secretary General

# AUDIT BUREAU OF CIRCULATIONS

(Annexure to Notification No. 847 (Part I) dated 7th December 2016)

## Example A:- Different publishing days (due to publishing holidays) over entire six month audit period:

Submitted					ABC certificate will be issued as under				
Edition	Printing Centre	Total copies	No. of Publ days	Average	Edition	Printing Centre	Total copies	No. of Publ days	Average
A	A	2,000	180	11	A	A	2,000	180	11
B	B	3,000	181	17	B	B	3,000	181	17
C	C	5,000	178	28	C	C	5,000	178	28
<b>Total</b>		<b>10,000</b>		<b>56</b>			<b>10,000</b>		<b>56</b>
					No further action required				

## Example B:- Starting of a new edition

Submitted					ABC certificate will be issued as under				
Edition	Printing Centre	Total copies	No. of Publ days	Average	Edition	Printing Centre	Total copies	No. of Publ days	Average
A	A	2,000	180	11	A	A	2,000	180	11
B	B	3,000	181	17	B	B	3,000	181	17
C	C	5,000	178	28	C	C	5,000	178	28
<b>D</b>	<b>D</b>	<b>4,000</b>	<b>75</b>	<b>53</b>	<b>D</b>	<b>D</b>	<b>4,000</b>	<b>75/181</b>	<b>22</b>
<b>Total</b>		<b>14,000</b>		<b>109</b>			<b>14,000</b>		<b>78</b>
<p>'D' edition started during the audit period and was published for only 75 publishing days.</p>					<p><b>Explanation:-</b></p> <p>Total copies of 'D' edition to be divided by the highest number of publishing days amongst all editions. i.e. 181 days</p> <p><b>Foot Note on the certificate : -</b></p> <p>'D' edition started w.e.f. DD - MM - YYYY. Average Qualifying sales works out to 53 copies for 75 publishing days.</p>				

(contd..... Annexure to Notification No. 847 (Part I) dated 7th December 2016)

**Example C:- Starting of a new printing centre of an existing edition**

Submitted					ABC certificate will be issued as under				
Edition	Printing Centre	Total copies	No. of Publ days	Average	Edition	Printing Centre	Total copies	No. of Publ days	Average
A	A	2,000	180	11	A	A	2,000	180	11
B	B	3,000	181	17	B	B	3,000	181	17
C	C	5,000	178	28	C	C	5,000	178	28
<b>C</b>	<b>Z</b>	<b>2,500</b>	<b>72</b>	<b>35</b>	<b>C</b>	<b>Z</b>	<b>2,500</b>	<b>72 / 178</b>	<b>14</b>
<b>Total</b>		<b>12,500</b>		<b>90</b>	<b>Total</b>		<b>12,500</b>		<b>70</b>
<p>'Z' Printing centre of 'C' edition started during the audit period and is published for 72 days.</p>					<p><b>Explanation:-</b> Total copies of 'Z' printing centre will be divided by highest number of publishing days amongst all printing centres of 'C' edition i.e. 178 days</p> <p><b>Foot Note on the certificate : -</b> 'Z' printing centre of C edition started w.e.f. DD - MM - YYYY. Average Qualifying sales works out to 35 copies for 72 publishing days.</p>				

**Example D:- Copies shifted from an edition / printing centre to another edition / printing centre**

Submitted					ABC certificate will be issued as under				
Edition	Printing Centre	Total copies	No. of Publ days	Average	Edition	Printing Centre	Total copies	No. of Publ days	Average
A	A	2,000	180	11	A	A	2,000	180	11
B	B	1,700	181	9	B	B	1,700	181	9
C	C	4,000	178	22	C	C	4,000	178	22
C	X	1,000	26	38	C	X	1,000	<b>26 / 178</b>	6
D	D	1,300	56	23	D	D	1,300	<b>56 / 180</b>	7
<b>Total</b>		<b>10,000</b>		<b>105</b>	<b>Total</b>		<b>7,700</b>		<b>55</b>
<p>(i) Few copies of 'C' printing centre of 'C' edition shifted to 'new' printing centre 'X' of 'C' edition</p> <p>(ii) Few copies of 'A' edition shifted to new 'D' edition</p>					<p><b>Explanation:-</b></p> <p>(i) Total copies of 'X' printing centre will be divided by highest number of publishing days amongst all printing centres of 'C' edition i.e. 178 days</p> <p>(ii) Total copies of 'D' edition will be divided by the highest number of publishing days from 'A' edition i.e. 180 days</p>				

	<p><b>Foot Note on the certificate : -</b></p> <p>(i) 'X' printing centre of 'C' edition started w.e.f. DD - MM - YYYY. Average Qualifying sales works out to 38 copies for 26 publishing days</p> <p>(ii) 'D' edition started w.e.f. DD - MM - YYYY. Average Qualifying sales works out to 23 copies for 56 publishing days</p>
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**Example E:- Copies shifted from one edition / printing centre to another edition / printing centre and the original edition / printing centre ceased to exist (in case of single edition certificate)**

Submitted					ABC certificate will be issued as under				
Edition	Printing Centre	Total copies	No. of Publ days	Average	Edition	Printing Centre	Total copies	No. of Publ days	Average
A	A	3,000	69	43	A	A	3,000	69 / 180	17
A	Y	4,000	111	36	A	Y	4,000	111 / 180	22
<b>Total</b>		<b>7,000</b>		<b>80</b>	<b>Total</b>		<b>7,000</b>		<b>39</b>
<p>'A' printing centre of 'A' edition discontinued after 69 publishing days and all copies shifted to 'Y' printing centre of 'A' edition.</p>					<p><b>Explanation:-</b></p> <p>Since the publisher is availing single edition certificate and the copies are transferred to another printing centre, the total number of copies &amp; number of publishing days for entire six months of both printing centres will be added up to arrive at the average figure.</p> <p><b>Foot Note on the certificate : -</b></p> <p>(i) 'A' edition printed at 'Y' started w.e.f. DD - MM - YYYY. Average Qualifying sales works out to 36 copies for 111 publishing . days</p> <p>(ii) 'A' edition printed at 'A' discontinued w.e.f. DD - MM - YYYY. Average Qualifying sales works out to 43 copies for 69 publishing . days</p>				