



Audit Bureau Of Circulations

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21st March, 2018

To,

All Publisher Members

Dear Sir/Madam,

Amendments to Bureau's Code for Publicity

At the last Council meeting, it was felt necessary to make few amendments to Bureau's Code for Publicity which are enumerated below:-

1. DEFINITIONS / SCOPE

a) CIRCULATION

- i) '**Circulation**' shall always mean the Average Qualifying Sales of Daily & Weekly Newspapers shown in Part A of the ABC Certificate of Circulation OR Net Paid Circulation of Magazines of the entire audit period as certified by the Bureau for the last completed ABC Audit period.

Para added

If circulation figures for the last audit period are not certified for any reason including non-submission, late submission of circulation figures or for any other reason, then a publisher member cannot make any claim (including ranking) such as Number one, highest, leading or similar, based on the previous audit period certified circulation figures.

2. CONTRAVENTION OF THE CODE

Cases of contravention of Bureau's Code for Publicity will be considered by the Bureau's Disciplinary Committee formed specifically to deal with such cases where necessary. The matter may also be referred to the Bureau's Council of Management for its consideration.

Following action would be considered by the Bureau's Disciplinary Committee/Bureau's Council of Management in cases of contravention of Bureau's Code for Publicity by Publisher Members (pertaining to a publication title).

Number of instances of contraventions of Bureau's Code for Publicity within a period of 2 years will be applicable to all editions / printing centres put together of a title.

Contravention of the provisions of Bureau's Code for Publicity for the FIRST TIME:-

- i) In case of contravention of the provisions of Bureau's Code for Publicity by a title for the first time, the concerned Publisher member will be called upon to publish a corrigendum advertisement as per the text provided by the Bureau in size 20 x 3 cc on page 3 of the publication within a period of **15 days** from the date of intimation by the Secretariat in the respective edition/printing centre as the case may be.

Para added

The said corrigendum should be published in the entire area of 20 x 3 cc space in large readable font size which are either identical or superior to the font and size of the other news items published on the same page. The corrigendum should also be included in the e-edition of the same publication (if there exists an e-edition)

PLUS

Bureau would also reprimand the publication.

- ii) **If the corrigendum is NOT published within the stipulated time as mentioned in (i) above**

and/or

Second contravention of the Bureau's Code for publicity by a title within a period of one year

In both the above cases, a corrigendum would be required to be published as mentioned in (i) above

PLUS

ABC would get the corrigendum advertisement also published in the complainant publication.

PLUS

Inform all members thru a circular as well as put up the information on Bureau's website.

PLUS

A warning would be issued by ABC not to repeat violation of any provisions of the Bureau's Code for Publicity.

The erring Publisher member will however be required to publish the corrigendum advertisement despite the above actions by the Bureau.

- iii) **Contravention of the provisions of Bureau's Code for Publicity by a title for second time within a period of two years:**

Corrigendum would be required to be published as mentioned in (i) above

PLUS

ABC would get the corrigendum advertisement also published in the complainant publication.

PLUS

Inform all members thru a circular as well as put up the information on Bureau's website.

PLUS

ABC certificate for the relevant edition for the relevant audit period would not be issued.

PLUS

A strict warning would be issued by ABC not to repeat violation of any provisions of the Bureau's Code for Publicity.

- iv) **Contravention of the Bureau's Code for Publicity by a title multiple times i.e. more than twice in two years:**

and/or

If the corrigendum is not at all published by an erring publisher member:

All actions as mentioned in (iii) above

PLUS

Show Cause notice would be issued to the publisher as to why the publisher's membership of the respective edition should not be terminated.

The above provisions would be applicable at **a title level** for all the above instances. Previous instances of violation of the Bureau's Code for Publicity would still be considered for second and multiple instances within the prescribed time period mentioned.

For your immediate reference, we are attaching a copy of the amended Bureau's Code for Publicity which is also available for reference on the Bureau's website: www.auditbureau.org

Thanking you,

H.B. Masani
Secretary General