



Audit Bureau of Circulations

Founder Member: International Federation of Audit Bureaux of Circulations

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15th April, 2009

TO ALL MEMBERS

NOTIFICATION NO. 794

PART – I) SURPRISE CHECKS – JULY-DECEMBER 2008

- 1) Aapala Vartahar (Marathi Daily), Greater Mumbai
- 2) Hindmata (Hindi Daily), Greater Mumbai
- 3) Amar Ujala (Hindi Daily), Agra
- 4) Amar Ujala (Hindi Daily), Allahabad
- 5) Amar Ujala (Hindi Daily), Jhansi
- 6) Amar Ujala (Hindi Daily), Kanpur
- 7) Ananda Bazar Patrika (Bengali Daily), Kolkata edn printed at Kolkata
- 8) Ananda Vikatan (Tamil Weekly), Chennai
- 9) Assam Tribune (English Daily), Guwahati edn printed at Dibrugarh
- 10) Asomiya Khabar (Assamese Daily), Guwahati edition printed at Guwahati & Jorhat
- 11) Asomiya Pratidin (Assamese Daily), Guwahati
- 12) Balhans (Hindi Fortnightly), Jaipur
- 13) Bombay Samachar (Gujarati Daily), Greater Mumbai
- 14) Bombay Samachar (Gujarati Weekly) Greater Mumbai
- 15) Business Standard (English Daily), Ahmedabad
- 16) Business Standard (English Daily), Bhubaneswar
- 17) Business Standard (English Daily), Hyderabad
- 18) Business Standard (English Daily), Kolkata
- 19) Daily Thanthi (Tamil Daily), Chennai, Coimbatore and Tiruchirappalli
- 20) Dainik Bhaskar (Hindi Daily), Jabalpur & Satna
- 21) Dainik Bhaskar (Hindi Daily), Nagpur
- 22) Dainik Jagran (Hindi Daily), Jhansi
- 23) Dainik Jagran (Hindi Daily), Kanpur
- 24) Dainik Jagran (Hindi Daily), Lucknow
- 25) Dainik Jagran (Hindi Daily), Patna edn printed at Patna
- 26) Dainik Jagran (Hindi Daily), Varanasi edn. Printed at Varanasi
- 27) Dharitri (Oriya Daily), Bhubaneswar
- 28) Dinamalar (Tamil Daily), Chennai, Coimbatore & Tiruchirappalli
- 29) Dinamani (Tamil Daily), Chennai, Coimbatore & Tiruchirappalli
- 30) Kannada Prabha (Kannada Daily) Bangalore edn printed at Bangalore & Gulbarga
- 31) The New Indian Express, (English Daily), Bangalore edn printed at Bangalore & Gulbarga
- 32) The New Indian Express, (English Daily), Chennai edn. printed at Chennai

- 33) The New Sunday Express (English Weekly), Bangalore edn printed at Bangalore & Gulbarga
- 34) The New Sunday Express (English Weekly), Chennai edn. printed at Chennai
- 35) Himalaya Darpan (Nepali Daily), Siliguri
- 36) Hindustan (Hindi Daily), Lucknow printed at Varanasi
- 37) Lokmat (Marathi Daily), Akola
- 38) Lokmat (Marathi Daily), Kolhapur
- 39) Lokmat (Marathi Daily), Nagpur
- 40) Odisha Bhaskar (Oriya Daily), Bhubaneswar
- 41) Paraashuno (Bengali Monthly), Kolkata
- 42) Sangbad Pratidin (Bengali Daily), Kolkata edn printed at Kolkata
- 43) Prabhat Khabar (Hindi Daily), Ranchi
- 44) Pragativadi (Oriya Daily), Bhubaneswar
- 45) Prajatantra (Oriya Daily), Cuttack
- 46) Rani Muthu (Tamil Fortnightly), Chennai
- 47) Rani Weekly (Tamil Weekly), Chennai
- 48) The Economic Times on Saturday (English Weekly), Pune
- 49) The Economic Times on Saturday (English Weekly), Ahmedabad
- 50) The Economic Times, (English Daily), Ahmedabad
- 51) The Sunday Times of India (English Weekly), Ahmedabad edn ptd. at Ahmedabad
- 52) The Times of India, (English Daily), Ahmedabad edn ptd. at Ahmedabad
- 53) The Times of India, (English Daily), Kolkata edition printed at Kolkata & Bhubaneswar
- 54) The Sunday Times of India (English Weekly), Lucknow
- 55) The Times of India, (English Daily), Lucknow
- 56) Vijay Karnataka (Kannada Daily), Bangalore, Hubli-Dharwad, Mangalore & Mysore

The above mentioned publications were surprise checked by Bureau's Auditors during the audit period July-December 2008 result of which was satisfactory.

57) **Aj (Hindi Daily), Allahabad**

In view of unsatisfactory printing and distribution of the publication on the day of surprise check during the audit period July-December 2008, the circulation figures for the audit period July-December 2008 were treated as '**Not Accepted**' for certification.

58) **Nava Bharat (Hindi Daily), Jabalpur and Satna**

In view of publisher's inability to facilitate verification of relevant books and records by Bureau's auditors both for Jabalpur as well as Satna, result of surprise check in respect of "Nava Bharat" (Hindi Daily) Jabalpur & Satna for the audit period July-December 2008 were treated as "**Not Accepted**" for certification.

PART –II) PROGRESS OF MEMBERSHIP

A) NEW ADMISSIONS

w.e.f.

I - ADVERTISING AGENCY

M/s. Jelitta Publicity, Kottayam

01.01.2009

II - PUBLISHERS

Following publications were admitted to Bureau Membership with effect from 1st July 2008. Circulation figures for the audit period July-December 2008 were accepted for certification after a satisfactory surprise recheck audit by Bureau's Auditors in each case:

- | | | | |
|----|-----------------------------|---------------|--|
| 1) | Business Standard Ltd. | in respect of | a) Business Standard (Hindi Daily), Chandigarh |
| | | | b) Business Standard (Hindi Daily), Kolkata |
| | | | c) Business Standard (Hindi Daily), Lucknow |
| | | | d) Business Standard (Hindi Daily), New Delhi |
| | | | e) Business Standard (Hindi Daily), Patna |
| 2) | Rajasthan Patrika Pvt. Ltd. | in respect of | Patrika Year Book (Gujarati Annual), Jaipur |

B) TERMINATION UNDER ARTICLE 5-A OF THE BUREAU'S ARTICLES OF ASSOCIATION

(For failure to submit circulation figures for two consecutive audit periods)

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|----|-------------------------------------|---------------|--|
| 1) | Amar Ujala Publications Ltd. | in respect of | "AMAR UJALA" (Hindi Daily), Jalandhar |
| 2) | Mangalam Publications (I) Pvt. Ltd. | In respect of | a) "BALAMANGALAM" (Malayalam Weekly), Kottayam |
| | | | b) "BALAMANGALA" (Kannada Fortnightly), Bangalore |
| | | | c) "MANGALAM" (Malayalam Daily), Kochi, Kottayam and Kozhikode |

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|----|-------------------------------------|---------------|--|
| 2) | Mangalam Publications (I) Pvt. Ltd. | In respect of | d) "MANGALAM" (Malayalam Weekly), Kottayam |
| | | | e) "MANGALA" (Kannada Weekly), Bangalore |
| 3) | Navbharat Press (Bhopal) Pvt. Ltd. | in respect of | a) "NAVA BHARAT" (Hindi Daily), Gwalior |
| | | in respect of | b) "NAVA BHARAT" (Hindi Daily), Jabalpur & Satna |

C) RESIGNATIONS

w.e.f.

I - ADVERTISER

Voltas Limited, Mumbai

01.04.2009

II - PUBLISHERS

- | | | | |
|----|---|---------------|---|
| 1) | Dashapura Engineering & Publication Pvt. Ltd. | in respect of | "AJIR DAINIK BATORI" (Assamese Daily), Lakhimpur and Silchar editions |
| 2) | DB Corp. Ltd. | In respect of | "DNA SUNDAY" (English Weekly), Ahmedabad |
| 3) | World Wide Media Ltd. | in respect of | "FILMFARE" (English Fortnightly), Mumbai |
| 4) | Bennett, Coleman & Co. Ltd. | in respect of | "THE TIMES OF INDIA" (English Daily), Kolkata edition printed at Kolkata, Bhubaneswar, Guwahati and Patna |

D) CESSATION OF MEMBERSHIP

- | | | | |
|----|--------------------------------------|---------------|--|
| 1) | Shree Ambika Printers & Publications | in respect of | "MUMBAI TAMIL TIMES" (Tamil Daily), Mumbai |
| 2) | Rajasthan Patrika Pvt. Ltd. | in respect of | "PARIWAR" (Hindi Annual), Jaipur |

E) BUREAU'S PRINTED SERIAL VOLUME

It has since been decided by the Bureau's Council of Management not to publish Bureau's printed Serial Volume (Vol.I & II) effective from audit period July-December 2008 since the serial volume had become voluminous and very difficult to handle.

As an alternative it has since been decided to make available to all members the Bureau's Serial Volume on a CD ROM w.e.f. audit period July-December 2008. The CD ROM would contain all ABC certificates of circulation (Yellow) as well as the area breakdown statements (white) of all member publications which have been certified by the Bureau. Members would be able to print the ABC Certificate if desired.

The CD ROM would carry advertisements from members as per the under mentioned rates:

Position		Advertisement rates
On the home page of the CD ROM	3 advertisements in colour	Rs. 25,000/-
Inside pages	colour	Rs. 15,000/-

F) BUREAU'S PRELIMINARY LIST OF CIRCULATION:

The Bureau would continue to publish the preliminary list of circulation and circulate the same to all members of the Bureau as usual. Members of the Bureau who desire to advertise in the Bureau's preliminary list of circulation may kindly arrange to send their advertisement material on a CD ROM to the Bureau by **30th April, 2009**.

The advertisement rates for preliminary list of circulation are as under:

Positions	Advertisement Rate	<u>Size (in cms)</u>
Back Cover	Rs . 75,000/-	27.5 x 21
Inside Front Cover	Rs. 50,000/-	27.5 x 21
Inside Back Cover	Rs. 30,000/-	27.5 x 21
Inside page	Rs. 20,000/-	27.5 x 21

Sd/-
Secretary General