



Audit Bureau of Circulations

Founder Member: International Federation of Audit Bureaux of Circulations

Wakefield House, Sprott Road, Ballard Estate, Mumbai- 400 001

Tel: 2261 1812 /2261 9072 s Fax: 2261 8821

E-mail: abcindia@vsnl.com & Web Site: <http://www.auditbureau.org>

28th March, 2005

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TO ALL PUBLISHER MEMBERS AND AUDITORS

NOTIFICATION NO. 742

RE: EXPEDITIOUS HANDLING OF SURPRISE RECHECK AUDITS

Bureau's Council of Management recently considered various measures to expedite issue of ABC Certificates to Publisher Members.

l) It was noted that Surprise Recheck audits of Publisher Members were normally caused by the Bureau's Executive Committee in the following circumstances:

- a. Result of surprise recheck audit for previous audit period "unsatisfactory" leading to circulation figures being treated as "Not Accepted".
- b. Result of earlier Surprise check "unsatisfactory".
- c. Admission to Bureau membership.
- d. Previous period circulation figures not certified by the Bureau for any reason or circulation figures not filed / late filed by the Publisher, thus not availing of an ABC Certificate.
- e. Publications (edition / printing centre) reporting increase in circulation by 10% or more as compared to the previous period.

Under the existing practice so far, Surprise Recheck audits were caused only after receiving the duly audited certified circulation figures from a Publisher Member. Accordingly, the process involved two audits, one by the Publisher's Auditors and another by Bureau's Recheck Auditors.

In order to minimise the time and cost involved in carrying out two audits, the Bureau's Council of Management has decided that in the above cases, if so desired by the Publisher Member, at their request, their publication(s) (respective edition / printing centre)

would be put through an Audit by Bureau's Auditors to verify the circulation figures. The publishers may accordingly submit their audited circulation figures by Bureau Auditors to the Bureau within the prescribed time period i.e. by 31st January for the audit period July-December and by 31st July for the audit period January-June.

Bureau on receiving a request from a Publisher Member latest by 31st May (January-June audit period) and 30th November (July-December audit period) for respective edition / printing centre would appoint an empanelled firm of Bureau's Auditors to audit the circulation figures of the concerned Publisher Member and submit a report thereon together with the yellow incoming certificate (as the case may be) within one month from the end of the relevant audit period (same time frame as permitted to a Publisher Auditor).

The concerned Publisher Member to accordingly keep the relevant books and records ready for Bureau Auditors scrutiny latest by 10th January (next) in respect of the audit period July-December and by 10th July in respect of the audit period January-June.

The entire cost of this audit would be borne by the concerned Publisher.

The element of surprise in so far as the date of the audit is concerned would be maintained by the Bureau's Auditors for such audits.

The Bureau processes the incoming certificates received from Publisher Members in order of its receipt in normal course. However, in the cases referred to above, the Bureau would process the incoming certificates on priority.

Bureau's Council feels that the above steps would go a long way in expediting release of ABC Certificates to those Publisher Members which have recorded an increase in circulation during the relevant audit period and are interested in receiving the ABC Certificate expeditiously.

However, Publisher Members who do not desire to avail of the above facility may continue to file their circulation figures duly audited by Publishers Panel Auditors (Approved Auditors) before the prescribed last date for submission.

II) In cases where the Publisher Member chooses to submit the circulation figures to the Bureau duly audited by an empanelled firm of Publisher Auditor in the normal course, the same would be considered by the Bureau's Executive Committee on merits in due course. A Surprise Recheck Audit, if considered necessary by the Bureau's Executive Committee would then be caused.

The above procedure would be effective from the audit period January-June 2005.

Sd/-
Secretary General