

December 7, 2001

TO ALL PUBLISHER MEMBERS

NOTIFICATION NO. 704

Circulation Figures - July/December 2001

Within few weeks, the current audit period July/December 2001 will be over and we will be preparing for the relevant half-yearly Serial volume of ABC Certificates No.106. We would like to take this opportunity to thank you for your co-operation in the past and hope that it will be extended to us in the same manner in future.

I. Incoming Certificate:

In terms of Bureau's normal procedure your circulation figures for the period July/December 2001 will be due in the Bureau on or before **31st January 2002**. It may be emphasised that the period of one month allowed for this purpose is considered adequate. In case you are not in a position to submit the incoming certificate(s) before the due date i.e. **31st January 2002** due to compelling reason, you may seek a written consent from the Bureau before **31st January 2002** for an extension of time duly explaining the compelling reasons for seeking an extension. The request for an extension upto 15th February 2002 may be considered by the Bureau on merit. Incoming Certificates received in the Bureau on or after February 1, 2002 without obtaining prior written consent before January 31, 2002 for an extension of time from the Bureau will not be considered for certification. Your attention is also invited to provisions of Bureau's Notification No.700 dated June 18, 2001.

As notified vide Notification No.689 dated 30th November 2000, circulation audit of your publication(s) will be carried out by a firm of Chartered Accountants enlisted as Bureau's Approved Auditors. Your reference is also invited to the fact concerning rotation of Approved Auditors.

Publishers of multi-edition/printing centres of newspapers are required to submit separate Incoming Certificate for each edition/printing centre alongwith a combined Incoming Certificate wherever applicable. Similarly, Area Breakdown Statement may also be submitted separately for each edition alongwith a combined Incoming Certificate wherever applicable. Separate Incoming Certificates should be submitted for Sunday/Weekly issues of publications where higher rates of advertisement are prescribed for such issues. If any Circulation Promotion Scheme(s) were in force during the period the details thereof must be shown under item No.5 of the Incoming Certificate(s).

As notified earlier vide Notification No.702 dated August 6, 2001 publishers are henceforth not required to provide details for following items on the Incoming Certificate viz.

Item No.10:

Circulation (not included in Net Paid Sales above) obtained at Trade Terms in excess of 40% and upto and including 50% of the basic retail price.

Item No.11:

Copies (not included in Net Paid Sales above) sold during the period at less than the basic Retail Price or less than full published subscription rates.

Each ABC Audit is to be carried out on the basis of Audit Form and in terms of instructions contained in the booklet "A Guide to ABC Audit" and Notification issued from time to time. You are required to give reasons for increase/decrease in circulation over the previous period as per the provision under item 5 in the Incoming Certificate as well as month to month circulation where substantial variations are noticed i.e. Plus or Minus 10% over the previous figures as intimated to you vide our Notification No.663 dated 24th March 1999. If, on examination in the Bureau, your figures are found to conform to Bureau's requirements, the relevant ABC Certificate(s) will be issued expeditiously in accordance with the normal procedure.

Submission of circulation figures is obligatory for all publisher-members. If figures for one audit period are not submitted, those for the subsequent period will not be considered for certification. In this context, reference is invited to provision of Article 5-A of Bureau's Articles of Association.

Those publisher-members who have not submitted their figures for the previous audit period are particularly reminded of these essential requirements.

II. Multi-centre publications availing combined certificate:

Publisher members are requested to note the requirement as notified vide Notification No.701, dated July 13, 2001 whilst submitting circulation figures for July/December 2001 and ensure that circulation figures in respect of newly started editions are submitted only if application for enrolment has been filed and accepted by the Bureau.

Starting of a new printing centre of an existing edition will however continue to be considered for enrolment/certification for the part audit period.

III. Free Distribution:

Various categories of copies distributed free of cost are listed in Bureau's Notification No.246 dated 16th April 1965. Provided relevant records are adequately maintained, you are entitled to include such distribution under item No.13 of the Incoming Certificate. It may please be noted however that this should not include random distribution of promotional copies, office file or record copies, or copies sold but for which dues are outstanding or may have been written off.

IV. Trade Terms to Distributors:

It will be appreciated if the Bureau's rules pertaining to trade terms are brought to the notice of your auditors at the time of audit as mentioned and notified to all publishers vide our Notification Nos.670, 674 and 684. The ceiling is 40%. All sales at trade terms in excess of 40% are to be excluded.

It is necessary that the average Trade Terms under Item No.9 of the Incoming Certificate are correctly worked out, and direct subscription copies excluded from the scope of Average Trade Terms. In particular, it may please be noted that the figures to be furnished under items 8 to 10 shall be the **average and not aggregate figures**.

V. Newsprint Stocks and Reconciliation:

The Incoming Certificate(s) shall be accompanied by Statements of Newsprint/Paper Stocks and Reconciliation duly certified by your auditors. Variations in wastage by 3 percentage points as compared to previous period may be deemed substantial and reasons for such variations should be reported separately as notified earlier to all publishers vide our Notification No.663 dated 24th March 1999. Delay in furnishing the required particulars would inevitably hold up the process of certification.

VI. Area Breakdown Statements:

It is obligatory on all publisher members to submit breakdown of circulation in the prescribed form duly certified by their auditors along with the Incoming Certificate(s). It may be noted that the Incoming Certificate will not be considered for certification unless these are accompanied by relevant Area Breakdown Statements. The Area Breakdown Statements are required to be compiled strictly in conformity with the requirements as set out in Bureau's Notifications No.626 and 645 dated 2nd December 1996 and 22nd December 1997 respectively. The above Notifications may therefore be brought to the notice of your auditors. The details of town-wise distribution (i.e. within the Municipal limits of a town, where defined) under Section 'B' will cover sales of 250 copies or more, in various states in India. Details in respect of Fortnightly and Monthly magazines under this section are required to be provided for towns where 100 copies or more are distributed. Please note that towns under various states have to be classified according to the respective Districts. Kindly ensure that States, Districts and Towns thereunder in this Section are listed in alphabetical order. You are also requested to ensure that towns are correctly classified according to the respective Districts in each

State. For this purpose, reference be made to current Census List. Please note that places not listed as towns in the Census List will be deleted from the Area Breakdown Statements.

XIII. Facsimile Copies:

Facsimile copies of ABC Certificate(s) and Area Breakdown Statement(s) will be made available to publisher members concerned at Rs.200.00 per hundred or part thereof per page (postage/courier charges will be borne by the Bureau).

Members interested in availing facsimile copies (yellow & white) are requested to indent for the same in the indent form attached with the yellow incoming certificate.

XIV. Forms:

The necessary forms of Incoming Certificate, Newsprint Stocks Statements and Area Breakdown Statement are sent herewith.

Kindly acknowledge receipt. In case you have any queries we shall be pleased to attend to the same.

Thanking You

Yours truly,
AUDIT BUREAU OF CIRCULATIONS,

Secretary General

Encl:

