

# AUDIT BUREAU OF CIRCULATIONS

August 6, 2001

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To PUBLISHER MEMBERS

## NOTIFICATION NO. 702

Following results as examined by the Bureau's Executive Committee and Council of Management are notified for your information -

### PART - I RESULTS OF BUREAU'S AUDITS:

#### SERVICE UNIT - SURPRISE CHECKS - JANUARY/JUNE 2001

1)	Naya Padkar (Gujarati Daily), Anand
2)	Sandesh (Gujarati Daily), Ahmedabad, Rajkot & Surat
3)	The Nav Hind Times (English Daily), Panjimat

Result satisfactory in each case.

### PART - II

#### PROGRESS OF MEMBERSHIP

##### A) NEW MEMBERS

<b>(I) - ADVERTISER</b>	w.e.f
Global Alliance Pvt. Ltd., New Delhi	01.04.2001

<b>II - ADVERTISING AGENCY</b>	w.e.f
R.D. Advertising, Allahabad	01.07.2001

##### B) CESSATION UNDER ARTICLE 44(b)

<b>(I) - ADVERTISER</b>	w.e.f
Philips India Ltd., Mumbai	01.01.2001

##### C) CESSATION OF MEMBERSHIP:

(Due to suspension of publication)

Jasubhai Digital Media Pvt. Ltd.	In respect of	"CHIP" (English Monthly), Mumbai
(with effect from 1st June 2001)		

##### D) TERMINATION UNDER ARTICLE 5-A OF BUREAU'S ARTICLES OF ASSOCIATION

(For failure to obtain ABC Certificate for three consecutive audit periods)

Ms. Shradha Bijwe, Mumbai	In respect of	"CHARCHAUGHJI" (Marathi Monthly), Mumbai
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## **PART - III**

### **A) Presentation of average Net Paid Sales of individual editions in case of multi-edition publication:**

Average Net Paid Sales of individual edition as hitherto will be shown as a foot-note on the ABC Certificate of multi-edition publication. Average Net Paid Sales of individual editions will however be calculated on the basis of highest number of publishing days amongst all editions. The publications total average Net Paid Sales as certified will tally with the total of individual edition's Net Paid Sales. The ABC Certificate of multi-edition publications for January/June 2001 will be compiled on the above basis.

### **B) Other details on ABC Certificate:**

The core objective of the Bureau is to certify Average Net Paid Sales of a publication. It has accordingly been decided to delete following items appearing on the ABC Certificate with effect from the audit period July/December 2001.

1. Average number sold at Trade Terms exceeding 35/40% as the cas may be\* and upto 50%,
2. Average number sold at less than basic Retail Price  
and
3. Average number sold at less than full subscription rates

No details for these items will be sought in the ABC Incoming Certificate henceforth.

### **Recovery of Surprise Recheck Audit expenses:**

With effect from the audit period January/June 2001, the Bureau will recover the entire surprise-recheck audit expenses as actually incurred from those publishers where average Net Paid Sales certified after a surprise-recheck audit show a variance of  $\pm 5\%$  over the Net Paid Sales as submitted by the publisher. Bureau will continue to recover surprise-recheck audit expenses from publishers in case of unsatisfactory Surprise Checks and/or Surprise Recheck Audit, Surprise-Recheck Audit prior to enrolment as hitherto

Secretary General

\*35% w.e.f. July 01, 2002 (Ref. Noti. No. 707 dated January 22, 2002)

