



Audit Bureau Of Circulations

Founder Member : International Federation of Audit Bureaux of Circulations
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21st October, 2016

To,

All Members

Notification No. 846

PART I: AMENDMENT TO BUREAU'S CODE FOR PUBLICITY – DISCLAIMER FOR VARIANT COPIES

To be added under para 2(a)(ii) under the heading “Definitions/scope”

2. a) DISCLAIMER

A disclaimer in the same font and size as the main claim is required to be mentioned whenever variant copies are included in the total copies for any claim, publicity, ranking, advertisement, hoardings etc. or any other form of publicity.

(main claim would be considered as one which projects – leading, highest, number one, rankings etc. and / or a claim with the largest font size)

For example:

If total copies of average 1,00,000 includes average 10,000 variant copies, (details of which are available on the ABC certificate of circulation) then it is necessary to mention that “the total circulation of average 1,00,000 copies includes average 10,000 variant copies” in the same font and size as of the main claim.

Publisher members however can claim / publicise based on their total certified circulation figures including variant copies. This disclaimer would apply in all cases including comparison made for State, District or Town based on Area Distribution Statement certified by ABC and available to all members.

This provision for a disclaimer clause was earlier intimated to all publisher members as well as discussed in detail with all publisher members in August 2016.

The above disclaimer clause would be effective for all publicity / campaigns and in any other form of advertisement with effect from circulation figures certified for the audit period January-June 2016 onwards.

A copy of the code for publicity incorporating the disclaimer clause as above is attached for your kind reference.

b) Columnar Area Distribution Statement

Council has also proposed a columnar Area Distribution statement in all cases where variant copies are certified.

Accordingly, with effect from the audit period July-December 2016, publisher members having variant copies would be required to submit Area Distribution Statement in a columnar form thru the ABC Software:

Average copies		
Main edition	Variant 1	Variant 2

PART II - PROGRESS OF MEMBERSHIP

2.1 NEW ADMISSIONS

PUBLISHERS:

1. Jagran Prakashan Ltd. In respect of a) "DAINIK JAGRAN (Hindi Daily), Gaya
b) "DAINIK JAGRAN (Hindi Daily), Patna
2. Kangleipak Printers In respect of "HUEIYEN LANPAO (Manipuri Daily), Imphal
3. Ideal Publications Trust In respect of "MADHYAMAM" (Malayalam Daily), Trivandrum
4. Summa Real Media Pvt. Ltd. In respect of "PRAMEYA" (Oriya Daily), Bhubaneswar (printed at Bhubaneswar, Panikoili and Sambalpur)
5. Vishwakshara Media Pvt. Ltd. In respect of "VISHVAVANI" (Kannada Daily), Bangalore (printed at Bangalore and Davangere), Belgaum, Gulbarga, Hubli and Mangalore editions

2.2 RESIGNATIONS

i) ADVERTISING AGENCIES

- 1) Everest Brand Solutions Pvt. Ltd., Mumbai
- 2) Surya Ad Systems Pvt. Ltd., Hyderabad
- 3) Zeal Communications Pvt. Ltd., Mumbai

ii) ADVERTISER

- 1) Gujarat State Fertilizers & Chemicals Ltd., Vadodara

**2.3 CESSATION OF MEMBERSHIP UNDER ARTICLE 44(b):
(due to non-payment of annual renewal subscription)**

i) ADVERTISING AGENCIES

- 1) Madhyam, Aurangabad
- 2) Multimedia Aquarius Pvt. Ltd., Mumbai
- 3) Nikita Media Services, Nagpur
- 4) Sesaka Advtg. & Marketing Services, New Delhi
- 5) TV Ads, Vadodara

ii) ADVERTISERS

- 1) Deepam Silk Retail Pvt. Ltd., Bangalore
- 2) Rajuri Steel Pvt. Ltd., Jalna

iii) ORGANISATION

- 1) Allied Media Network Pvt. Ltd., Mumbai

PUBLISHERS

iv)

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|-------------------------------------|---------------|--|
| 1) Awantika Prakashan Pvt. Ltd | in respect of | “DAINIK AWANTIKA” (Hindi Daily), Ujjain |
| 2) Vidarbha Publications Pvt. Ltd | in respect of | “DAILY DESHONNATI” (Marathi Daily), Akola, Jalgaon, Nagpur and Nanded-Waghala editions |
| 3) Sahara India Mass Communications | in respect of | “RASHTRIYA SAHARA” (Hindi Daily), New Delhi and Lucknow editions |

2.4 TERMINATION UNDER ARTICLE 5-A OF BUREAU'S ARTICLES OF ASSOCIATION

[Failure to obtain an ABC certificate of circulation for three consecutive audit periods]

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| 1) Raj Events & Entertainment Pvt. Ltd. | In respect of | “RAJ EXPRESS” (Hindi Daily), Bhopal and Indore editions |
| 2) Pride East Entertainments Pvt. Ltd. | In respect of | a) “NIYOMIYA BARTA” (Assamese Daily), Guwahati and Dibrugarh (printed at Sibsagar) editions |

Thanking you,

Secretary General