



Audit Bureau Of Circulations

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CIN: U24999MH1948NPL006309

28th September, 2020

NOTIFICATION NO. 865

CERTIFICATION OF CIRCULATION FIGURES

1) ABC Certificate of circulation NOT to be issued for the audit period July-December 2020:

At the recent meeting of Bureau's Council of Management, it was decided that due to the recent pandemic and disruption in transport services, it would not be possible to carry out ABC circulation audit at various towns/ cities by Bureau appointed audit firms for the audit period July-December 2020 for all member publications.

Under the circumstances, publishers are advised not to submit the audited circulation figures to ABC for the audit period July-December 2020.

However, being members of ABC, all prescribed audit guidelines as prescribed should continue to be followed by publisher members.

2) ABC Certificate of circulation for the period January 2021 to March 2021:

Bureau's Council of Management also decided that ABC certificate of circulation would be considered for all publisher members for the period January 2021 to March 2021.

All publisher members are requested to arrange to submit circulation figures for the three month period i.e. January 2021 to March 2021 duly audited by respective circulation audit firms.

As earlier notified vide Notification No. 860 dated 2nd January 2020, it would be mandatory for all publisher members to submit their audited circulation figures to ABC for every audit period. Non-submission of audited circulation figures would result in immediate termination of Bureau membership unless prior approval for non submission is obtained from the Bureau's Council of Management for a valid reason. Extract from the Notification is [attached](#).

3) Change in Audit Periods from Calendar Year to Financial Year:

It was also decided by the Bureau's Council of Management to change the existing audit periods January- June and July-December to April-September and October-March hereafter. This would coincide with the Financial Year.

4) Extension of Validity of ABC Certificate of Circulation issued earlier for the audit period July-December 2019:

Bureau's Council of Management also decided to extend the validity of ABC certificate of circulation already issued to publisher members for the audit period July-December 2019 till

such time another ABC certificate of circulation is issued by ABC (i.e. for the period January 2021 to March 2021).

ABC would be informing BOC (DAVP) separately about the extension of validity of ABC Certificate earlier issued for the audit period July-December 2019.

If you require any further clarification, please contact the Secretariat on Email: abc@auditbureau.org

Thanking you,

Secretary General



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2nd January, 2020

Notification No. 860

PART – I : NON-SUBMISSION OF AUDITED CIRCULATION FIGURES WITH EFFECT FROM JANUARY-JUNE 2020

Bureau's Council of Management has decided that non-submission of audited circulation figures with effect from January-June 2020 would result in immediate termination of Bureau membership unless prior approval for non-submission of circulation figures for a particular audit period is obtained by a publisher member from the Bureau's Council of Management in advance.

It is incumbent upon a publisher member to submit audited circulation figures for each audit period within the specified due date.

In exceptional circumstances for a genuine reason, if a publisher member is unable to submit audited circulation figures for a particular audit period, then such a publisher member should approach the Bureau's Council of Management in writing with reasons at least one month prior to the end of the audit period. Council would thereafter consider such requests on merit. However, such exemption for non-submission of circulation figures could be sought by a publisher member only once in a block of 3 years (starting audit period January-June 2020).

Thanking you,

Secretary General