



Audit Bureau Of Circulations

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17th July, 2025

To,

All Publisher Members

NOTIFICATION NO. 884

1. COLLECTION OF 100% SUBSCRIPTION AMOUNT THROUGH BANKING CHANNELS.

Bureau Council of Management, at its recent meeting, reviewed the existing rule of mandating 100% collection of subscription amounts through banking channels with effect from audit period January – June 2025.

Council discussed the difficulties faced by publishers in collecting the 100% subscription amount through banking channels.

It was decided that the existing rule of requiring atleast 60% of all amounts received towards subscription should be through banking channels, applicable upto July – December 2024 audit period, shall continue to apply for the year 2025 (i.e. January – June 2025 and July – December 2025 audit period).

Accordingly, the requirement of 100% collection of subscription amount through banking channels is kept in abeyance till 31st December 2025.

Kindly note that atleast 60% of subscription amount for the audit periods January- June 2025 and July- December 2025 must be collected through banking channels for the subscription copies to qualify for certification.

2. OPTION TO SUBMIT AUDITED CIRCULATION FIGURES FOR THE AUDIT PERIOD JANUARY – JUNE 2025

Bureau Council of Management have decided to offer Publisher Members “**Optional Submission**” of audited circulation figures of Member Publications for the audit period January – June 2025 at the publisher’s discretion.

Non-submission of audited circulation figures for the period January – June 2025 would not affect their membership

For Audit Bureau of Circulations

Secretary General