



Audit Bureau of Circulations

Founder Member: International Federation of Audit Bureaux of Circulations

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8th June, 2009

To,
ALL DAILY & WEEKLY NEWSPAPER PUBLISHER MEMBERS

NOTIFICATION NO. 796

Submission of circulation figures for Daily & Weekly Newspapers – January-June 2009

We write to request you to submit the circulation figures in respect of various Member Publications (Daily & Weekly Newspapers) of your group for the audit period January-June 2009.

I. **Electronic filing of Incoming Certificate:**

All publisher members of daily and weekly newspapers are hereby informed that Bureau has made special arrangements for publisher members to file the incoming certificates electronically for the audit period January-June 2009.

Following easy steps are to be followed for filing incoming certificate electronically:

- Log on to Bureau's website: "www.auditbureau.org".
- On the home page of the Bureau's website in the left hand corner go to the section marked 'download' and download the incoming certificate form as well as the area breakdown form.
- File size is 5.0 mb
- After downloading is completed, the software can be installed by double clicking 'setup.exe' file.
- After the software is installed, you will be required to enter the certificate number as well as the password.
- The password to be obtained from the Secretariat by email / fax (email: abcindia@vsnl.com fax no. (022) 22618821)
- The password will be changed for all publications every six months.
- The circulation figures / details may now be filled up in the space provided in the electronic incoming certificate.
- After filling in all details kindly click the 'submit' button.
- A file will be generated in 'prjabc folder', which is to be emailed to the Bureau.
- Kindly print the final certificate to be submitted to the Bureau and submit the same under authentication of your auditor.
- The final incoming certificate [hard copy] should be stamped and signed both by the publisher as well as the auditor before submitting the same to the Bureau.
- Similar process to be followed for submission of area breakdown statements.

II. Incoming Certificate:

In terms of Bureau's normal procedure the circulation figures for the audit period **January-June 2009** will be due to be received in the Bureau on or before **31st July, 2009**. It may be emphasised that the period of one month allowed for this purpose is considered to be adequate. In case you are not in a position to submit the incoming certificate(s) before the due date i.e. **31st July, 2009** due to any compelling reason, you may seek a written consent from the Bureau before **31st July, 2009** for an extension of time duly explaining the compelling reason for seeking an extension of time. The request for an extension upto **17th August, 2009** may be considered by the Bureau on merit.

Incoming Certificates received in the Bureau on or after **1st August, 2009** without obtaining prior written consent before **31st July, 2009** may be considered for certification as per provisions contained in Bureau's Notification No.711 dated 14th August, 2002.

As notified vide Notification No.689 dated 30th November, 2000, circulation audit of your publication(s) should 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.

RNI registration numbers for each edition and/or printing centre (as applicable) should be mentioned on the first page of the Incoming Certificate in the space provided.

Each ABC Audit is to be carried out in terms of instructions contained in the book "A Guide to ABC Audit" and Notifications issued from time to time.

Kindly provide reasons for increase/decrease in circulation over the previous period as required under item 6 of the Incoming Certificate as well as month to month circulation where substantial variation is noticed i.e. plus or minus 10% over the previous figure as intimated earlier vide our Notification No. 663 dated 24th March, 1999. Reasons for general increase in circulation be provided in all other cases.

If, on examination in the Bureau, your circulation 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 audit period will not be considered for certification. In this context, reference is also invited to provisions of Article 5-A of the Bureau's Articles of Association.

Those Publisher-Members who have not submitted their circulation figures for the previous audit period are particularly reminded of this essential requirement.

III. Multi-edition – Multi printing centers:

Publishers of multi-edition and/or printing centers of newspapers are required to submit separate Incoming Certificate as well as Area Breakdown Statement for each edition and/or printing centre alongwith a combined Incoming Certificate wherever applicable.

Separate Incoming Certificate should be submitted for Sunday/Weekly issues of publications where higher rates of advertisement are prescribed for such issues. Similarly, Area Breakdown Statements of these publications should be submitted stating average and Sundays distribution.

IV. Enrolment of new edition / printing centre during the audit period:

Publisher Members are required to submit duly audited circulation figures of only those publications which are enrolled with the Bureau as a Member. Inclusion of circulation figures on starting of a new edition / printing centre will be considered for combined / individual certification as the case may be, provided necessary formalities for enrolment to Bureau Membership with respect to the new edition / printing centre have been complied with and accepted by the Bureau.

V. Subscription Schemes: (single & joint)

Inclusion of subscription copies in Part A as qualifying sales should comply with the relevant provisions of Bureau's audit guidelines. Details of respective subscription schemes should be provided separately in the format along with copies of the subscription schemes which were communicated to the reader.

VI. Newspaper Stocks and Reconciliation:

The Incoming Certificate(s) shall be accompanied by Statement of newspaper/paper stocks and reconciliation duly certified by your Auditors. Variations in wastage by 3 percentage points as compared to the 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.

VII. Area Breakdown Statements:

It is obligatory for all Newspaper Publisher Members to submit breakdown of circulation in the prescribed form duly certified by their Auditors along with the Incoming Certificate(s). Area Breakdown Statement will provide details only of qualifying sales (Part A). It may please be noted that the Incoming Certificate will not be considered for certification unless these are accompanied by relevant Area Breakdown Statements. These are required to be compiled strictly in conformity with the requirements as set out in Bureau's Notifications No. 626, 645 and 748 dated 2nd December, 1996, 22nd December, 1997 and 23rd June, 2005 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 in respect of Dailies and Weekly Newspapers.** 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 may 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 and shown together as 'Other Places' under the relevant districts of the State.

VIII. Facsimile Copies:

Facsimile copies of ABC Certificate(s) and Area Breakdown Statement(s) will be made available to publisher members at the rate of Rs.225.00 per hundred or part thereof per page. Copies ordered will be despatched by courier without additional cost.

Members interested in availing facsimile copies are requested to indent for the same thru the indent form.

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,

Sd/-
Secretary General

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