



Audit Bureau Of Circulations

Founder Member : International Federation of Audit Bureaux of Circulations
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10th December, 2008

TO,
ALL DAILY & WEEKLY NEWSPAPER PUBLISHER MEMBERS

NOTIFICATION NO. 791

Submission of Circulation Figures for Daily & Weekly Newspapers – July-December 2008

We write to request you to submit the circulation figures in respect of various Member Publications (Newspapers) of your group for the audit period July-December 2008.

I. Incoming Certificate (Blue Form) specially designed for all Newspaper Publisher Members:

All newspaper publisher members (Dailies as well as Weeklies) published in broadsheet / tabloid size will be required to complete the enclosed Blue Form to submit the audited circulation figures for the audit period July-December 2008.

In this context, your reference is invited to Bureau's Notification No.783 dated 15th November, 2007.

II. Incoming Certificate:

In terms of Bureau's normal procedure your circulation figures for the audit period **July-December 2008** will be due to be received in the Bureau on or before **31st January, 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 January, 2009** due to any compelling reason, you may seek a written consent from the Bureau before **31st January, 2009** for an extension of time duly explaining the compelling reason for seeking an extension of time. The request for an extension upto **16th February, 2009** may be considered by the Bureau on merit.

Incoming Certificates received in the Bureau on or after **1st February 2009** without obtaining prior written consent before **31st January, 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.

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 Weekdays and Sundays distribution.

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.

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. Newsprint Stocks and Reconciliation:

The Incoming Certificate(s) shall be accompanied by Statement of Newsprint/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 Weeklies**. 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. Illustration of Calculation of Value of Newspaper in Waste:

Enclosed for your reference is an illustration of calculation of value of newspaper in waste at the predecided rate of **NRR at Rs.5.50/- per kg. for the audit period July-December 2008**. This is just an example for your reference only. You are requested to calculate the same at your end as per the actual size of the page, GSM of the newsprint used from issue to issue.

IX. Facsimile Copies:

Facsimile copies of ABC Certificate(s) and Area Breakdown Statement(s) will be made available to Publisher Members concerned at 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 in the indent form attached with the Blue Incoming Certificate.

X. Forms:

The necessary forms of Incoming Certificate, Newsprint Stocks Statements and Area Breakdown Statement are sent herewith.

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