

20th February, 2006

CONFIDENTIAL

[For information of Members only]

Not to be reproduced or publicised

To ALL PUBLISHER MEMBERS

NOTIFICATION NO. 759

Amendments to Bureau's Code for Publicity

Reference is invited to Bureau's Notification No. 658 dated 6th October, 1998 pertaining to the above subject. Bureau's Council of Management at its recent meeting has decided to amend Rule 3(e) of the Bureau's Code for Publicity as under:

- i) In case a multi-centre / multi-edition publication desires to publicise all India certified circulation figures of average Net Paid Sales, then such publication would be required to mention in the publicity that the circulation figures quoted are the total circulation figures of a publication/ title published from various centres (all centres to be stated along with the respective circulation figures).

Further in case of publicity of all India certified circulation figures by a publication / title in a specific geographic viz. any Town / District / State then it would be necessary to state the certified circulation figures of the relevant Town / District / State as per the Area Breakdown Statement for the relevant period.

Necessary details as above are to be provided even though no comparison is made with any other member publication.

- ii) In case of a multi-edition / multi-printing centre publication, in an event circulation figures of a particular edition / printing centre are not certified for any reason, the publisher would however be permitted to total up the circulation figures of such editions / printing centers which are certified by the Bureau for a particular audit period. The fact that a particular edition / printing centre is not certified by the Bureau should be appropriately stated in the publicity.

Subject to the above amendments, Rule 3(e) of the Bureau's Code for Publicity now stands amended as under:

- e) Publisher member may use comparative circulation figures in respect of other member publications for the purpose of publicity and promotion, along with his own, provided figures are such as have been certified by the Bureau for the last completed ABC audit period. (along with those for any previous period as certified by the Bureau, if so desired, shown separately.)

Publisher member may use circulation figures relating to his own publication/s based on the ABC certificates issued to him. In case of data of other member publications, such data will be sourced from the Preliminary Lists of Circulation, Serial Volumes, Bureau's website or any other publication released by the Bureau.

Comparisons must be made on the basis of circulation figures relating to the same audit period/s.

If for any reason, circulation figures for any publication/s are not certified, the fact as stated in the Preliminary Lists, Serial Volumes, Bureau's website e.g. 'Not a Member', 'Not Accepted', 'Under Consideration', 'Received Late' etc. must be clearly specified.

In case of comparison with multi-centre publications, all respective editions of each member publication enrolled with the Bureau together with the circulation figures as certified must be separately specified.

In case a mutli-centre / multi-edition publication desires to publicise all India certified circulation figures of average Net Paid Sales, then such publication would be required to mention in the publicity that the circulation figures quoted are the total circulation figures of a publication published from various centres (all centres to be stated along with the respective circulation figures).

Further in case of publicity of all India certified circulation figures by a publication in a specific geographic viz. any Town / District / State then it would be necessary to state the certified circulation figures of the relevant Town / District / State as per the Area Breakdown Statement for the relevant period.

Necessary details as above are to be provided even though no comparison is made with any other member publication.

Where circulation figures of any edition / printing centre of any publication are not certified, the same should be so indicated. Totalling across circulation figures certified by the Bureau of remaining editions / printing centre of a title will be permitted.

The above amendments would be applicable for all publicity / campaigns carried out on or after 1st March, 2006.

Sd/-
Secretary General