

2nd February, 2005

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TO ALL PUBLISHER MEMBERS AND AUDITORS

NOTIFICATION NO. 741

RE: SUBSCRIPTION COPIES

Reference is invited to Bureau's Notification Nos.733 and 734 pertaining to subscription copies qualifying for certification as Net Paid Sales.

As you are aware, applicability of effective date of Bureau's Notification No. 734 has been deferred to 1st October, 2004 from 1st August, 2004. The above change has been notified to all Members vide Bureau's Notification No.739 dated 15th December, 2004.

The amendments consequent to the above change have been considered and approved by the Council at its recent meeting. Following Audit procedure pertaining to booking of subscription copies as notified earlier is for the information of all Publisher Members.

- 1) A subscriber needs to fill up the subscription form with full details viz. Name, address and other particulars duly signed which should be sent to the Publishers office with the required remittance for the subscription amount for the given period. The Subscription amount needs to be received by the Publisher in **advance** or within 2 months in case of subscription booked for the given period.
- 2) Publisher to maintain subscription records for all subscribers together with the details of the copies despatched to them from issue to issue.

Distribution of Subscription Copies:

With respect to distribution of subscription copies, the trade commission / delivery charges payable is to be worked out as under:

- i) on the basis of **cover price** from 1st July, 2004 to 30th September, 2004
- ii) on the basis of **subscription price** w.e.f. 1st October, 2004

subject to the prescribed maximum limits (40% in case of dailies and 45% in case of weeklies/magazines)

Delivery charges: Actual cost as may be incurred by a Publisher on postage, courier, subject to the above maximum limits.

Discount/gifts/incentives including the trade terms offered and/or delivery charges incurred should be within the overall limit of 90% of the cover price of a Publication.

Delivery charges to also include all expenses incurred on delivery of a Publication to the Subscriber viz. postage, courier, handling charges or by any other name. Publisher to maintain adequate records as a proof of actual delivery charges incurred for audit purpose.

The above guidelines supercedes the earlier audit guidelines detailed on pages 3 & 4 of the Notification No. 733 dated 25th June, 2004 and Notification No. 734 dated 30th July, 2004 and is effective from the audit period July-December 2004.

Secretary General