

## **PRESS AND MARKET VISIT CHECK-LIST**

(CHECK-LIST TO BE SUBMITTED ON AUDITORS LETTER HEAD)

(TO BE COMPLETED AND SUBMITTED TO THE BUREAU  
BY EMPANELLED AUDITORS)

<b>Name of the Publication: (edition/printing centre)</b>		
<b>Address of the printing press:</b>		
<b>RNI Registration No. and date of RNI certificate</b> [to physically check the RNI certificate]		
<b>Name (s) of the Audit Staff who undertook the Press &amp; Market Visit alongwith respective dates &amp; time:</b>		
<b>Name of the Press In-charge / Printer / responsible official of the publisher or printer present at the printing press at the time of auditors visit:</b>		
<b>Name of the machines (s):</b>		
<b>Number of folders (s):</b>		
<b>Installed printing capacity of the machine (s):</b>  <b>Please state separately for each machine:</b>		
<b>Whether the machine has auto pasting facility?</b>		
<b>VISIT TO THE PRINTING PRESS:</b>		
<b>1)</b>	<b>PRINTING:</b>	
1.1	Date & Time of visit to the press.	
1.2	Whether entry to the press was immediately allowed, if not, when was entry allowed to the press?	

	<b>PRINTING: (Contd..)</b>	
1.3	Whether print order was available with the printer at the time of entry of auditors to the press?  Details of the print order (no. of copies etc) for relevant issue date (please specify)	
1.4	Whether print order contained all information as mentioned in "Guide to ABC Audit" i.e. number of pages etc?  Please also provide details of supplements, addons printed, to be distributed alongwith the issue	
1.5	Printing started at: (as per MRR)	
1.6	Number of copies as per machine counter already recorded before the arrival of auditors (please record the time).	
1.7	Whether the MRR was available at the press, details recorded by the person in-charge during actual printing?	
1.8	Number of copies actually printed at the end of the printing (please record the time)	
1.9	How many and which printing machines were actually working at the time during auditors presence?	
1.10	Whether any unusual activity was observed at the printing press?	
1.11	Any other observations.	
<b>2)</b>	<b>DESPATCHES:</b>	
2.1	Whether dispatch list showing name of the agents and their respective supplies were available at the press?	

	<b>DESPATCHES:(Contd..)</b>	
2.2	Whether pre-printed labels were available at the press?  In case of labels prepared manually, please specify details.	
2.3	Whether the number of copies mentioned on the labels tallied with the number of copies as per dispatch list?	
2.4	Whether any copies were dispatched before the arrival of the auditors at the press? If yes, please specify number of copies dispatched	
2.5	Number of copies dispatched during the presence of the auditor	
2.6	Whether copies were supplied alongwith supplements? (if any)	
2.7	Whether delivery challans were available at the press? Whether all the necessary details were filled in delivery challans?	
2.8	Any other observations.	
<b>3)</b>	<b>MARKET VISIT:</b>	
	<b>(Columnar table may be prepared to cover more than 1 sales centre as per the below mentioned details)</b>	
3.1	Name of the centre visited (location): (Date of visit).	
3.2	Time at which Auditors reached the Sales Centre and left the sales centre. (Please specify names of the audit staff)	

	<b>MARKET VISIT: (Contd.)</b> (Columnar table may be prepared to cover more than 1 sales centre as per the below mentioned details)	
3.3	Whether copies had already arrived or yet to be arrived at the sales centre?	
3.4	Number of copies actually received at the sale centre.	
3.5	Whether sale was done through agents or directly by the publisher?	
3.6	Whether the copies received tallied with the dispatch list which was available at the press?	
3.7	Whether any unusual activity was observed at the sales centre?	
3.8	Whether at the sale centre, differential trade commission was observed for line copies and/or subscription copies.	
3.9	Cover price of the publication.	
3.10	Rate at which agents receive copies.	
3.11	Rate at which agents sell copies to hawkers.	
3.12	Whether unsolds were accepted at the sale centre?	
3.13	Whether the sale was in cash or credit basis?	
3.14	If the sale was on credit basis whether necessary records were prepared by the sales in charge?	
3.15	If the sale was done on cash basis whether cash tallied with the number of copies sold	

	<b>MARKET VISIT: (Contd.)</b> (Columnar table may be prepared to cover more than 1 sales centre as per the below mentioned details)	
3.16	Number of copies of current issue lying (balance) at the sales centre (time to be recorded).	
3.17	Number of copies of previous issues lying at the sales centre.	
3.18	Any other observations.	
<b>4)</b>	<b>READERS SCHEMES &amp; TRADE SCHEMES:</b>	
4.1	Whether any reader or trade scheme was in operation?	
4.2	Please provide full details of the reader or trade scheme	
4.3	Did you ascertain / cross check the benefits under the said scheme to the reader or trade during your market visit.	
4.4	Your observations from the market visit with respect to reader & trade schemes.	

Date:  
Place:

Stamp & Signature of the Auditor