

1st March, 2006

CONFIDENTIAL

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To,

ALL MEMBERS

C I R C U L A R

Reference is invited to the provisions of Bureau's Code for Publicity by Publisher Members as notified vide Bureau's Notification No. 658 dated 6th October, 1998. Bureau's Code for Publicity requires Publisher Members to carry out any publicity / promotion / campaigns etc. relating to circulation figures keeping in view the various provisions of Bureau's Code for Publicity.

Following instances of contravention of Bureau's Code for Publicity as examined by the Bureau's Disciplinary Committee and action taken in each case, as under, are notified for information of all Members.

| Sr. No. | Publication | Description of the contravention of Bureau's Code for Publicity | Council / Disciplinary Committee's decision in the matter | Corrective action taken by the erring Publication |
|----------------|---|---|--|--|
| 1) | "Nai Dunia" (Hindi Daily), Indore | Hoardings placed by the publisher, inter-alia claiming "Over 2,00,000 paid copies Daily all over MP for Nai Dunia". | Quoting of uncertified circulation figures of over 2,00,000 paid copies all over MP was in contravention of the provisions of the Bureau's Code for Publicity as circulation figures certified for Nai Dunia, Indore in MP were only 1,45,957 copies for the audit period July-December 2004. Nai Dunia, Bhopal & Gwalior editions were then not members of the Bureau. Publisher was advised to publish a corrigendum advertisement clarifying the factual position based on the latest certified circulation figures of Nai Dunia, Indore. | Corrigendum advertisement was published by the publishers of 'Nai Dunia', Indore in their issue dated 5 th November, 2005 duly stating the latest certified circulation figures in Madhya Pradesh as 1,45,957 copies for the audit period July-December 2004. |

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|---------|--|--|---|--|
| 2) | "Mangalam" (Malayalam Daily), Kottayam | <p>An invitation was issued by the Publisher in English claiming:</p> <p>i) "Now we are second in circulation in Kottayam and circulation is about 1½ lakhs</p> <p>ii) Cochin and Calicut has a circulation of more than 1½ lakhs"</p> | <p>i) The claims made were found to be in contravention of the provisions of Bureau's Code for Publicity as they were not based on the certified circulation figures of "Mangalam". Kottayam.</p> <p>ii) Cochin and Calicut editions of 'Mangalam' (Daily) had applied for ABC membership and no circulation figures were certified in respect of these two editions.</p> <p>Therefore, publisher was advised to publish a corrigendum advertisement stating the factual position in all editions of 'Mangalam' (Malayalam Daily)</p> | <p>Publisher published the corrigendum advertisement in all editions of "Mangalam" (Malayalam Daily), issue dated 22nd November, 2005 duly clarifying the factual position.</p> <p>The certified circulation figure of Mangalam, Kottayam edition for the audit period January-June 2005 was average 1,06,558 copies.</p> <p>Cochin & Calicut editions of Mangalam had applied for Bureau membership and the applications were "awaiting acceptance".</p> |

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Secretary General