



Audit Bureau of Circulations

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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. The 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 violation of Bureau's Code for Publicity as examined by the Bureau's Disciplinary Committee and the Bureau's Council of Management and actions recommended 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.	"Grihalakshmi" (Malayalam Monthly), Kozhikode	Circular issued under the hands of Advertisement Manager of "Grihalakshmi" inter-alia claiming "Grihalakshmi, one of the top rated magazine for women in Kerala now has touched the magical circulation figure of 3 lakh copies "	The claim was found to be violative of the provisions of Bureau's Code for Publicity. The last available certified circulation figures of "Grihalakshmi" (Malayalam Monthly) for the audit period July-December 2002 were average 1,30,935 copies. Publisher was intimated to publish a corrigendum advertisement in "Grihalakshmi" (Malayalam Monthly), Kozhikode stating the factual position as well as regretting the error	A corrigendum advertisement was published by "Grihalakshmi" (Malayalam Monthly) in January 2005 issue

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2	"Mathrubhumi" (Malayalam Daily), Kozhikode & other centers	<p>Series of advertisements were published in "The Pitch" April 2004 issue, Brand Equity of The Economic Times issue dated 28th April, 2004 and USP Age Vol. I Issue No.6 April 2004, claims relating to:</p> <p>i) Growth of leading dailies in Kerala</p> <p>ii) amazing Growth between January 2000 and June 2003 has made us the leader in four districts and one entire region in Kerala.</p>	<p>Claims made by the publisher keeping in view the circulation figures certified were found to be misleading.</p> <p>The publisher was advised to publish corrigendum advertisements clarifying the correct factual position based on the then certified circulation figures.</p>	<p>Corrigendum advertisements were published by the publishers of "Mathrubhumi" (Malayalam Daily) in all their editions in issue dated 18th December, 2004 and "The Economic Times" (Chennai edition) issue dated 18th December, 2004 and in "The Economic Times" (other editions) issue dated 23rd December, 2004.</p>
3	"Dainik Bhaskar", Jaipur	<p>A hand-out titled "Monsoon Dhamal" issued by Asstt. Manager on behalf of the publishers of "Dainik Bhaskar", Jaipur, a circulation claim of 2,10,000 copies in Jaipur City was made.</p> <p>The circulation figures claimed were not certified by the Bureau.</p>	<p>The said claim was found to be violative of the provisions of Bureau's Code for Publicity as it was not based on the certified circulation figures of "Dainik Bhaskar" in Jaipur. The certified circulation figures in Jaipur City of "Dainik Bhaskar" for the audit period July-December 2003 was average 1,63,900 copies.</p> <p>The Publisher was advised to publish a corrigendum advertisement in "Dainik Bhaskar" Jaipur edition duly stating the factual position of the certified circulation figure of "Dainik Bhaskar" in Jaipur City.</p>	<p>A corrigendum advertisement was published in "Dainik Bhaskar" Jaipur edition issue dated 16th November, 2004.</p>

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4	"Jag Bani" (Punjabi Daily), Jalandhar	The Publisher in an advertisement published in their issue dated 14 th November, 2004 inter-alia claimed the circulation figure for its Sunday issues as ave. 2,99,612 copies based on the ABC certified circulation figure for the audit period July-December 2003, even though the certified circulation figures for the latest audit period i.e. January-June 2004 were available to the publisher i.e. Sunday Average 287,676 copies.	<p>The said advertisement was found to be violative of the provisions of Bureau's Code for Publicity as the latest certified circulation figures for the audit period January-June 2004 (which were less than the circulation figures for the previous audit period July-December 2003) were not used by the publisher in the said advertisement.</p> <p>The publisher was advised to publish a corrigendum advertisement in "Jag Bani" (Punjabi Daily) duly stating the factual position and regretting the error</p>	The publishers of "Jag Bani" published a corrigendum advertisement in their issue dated 4 th January 2005.
5	"Lokmat", Akola edition	In issue dated 24 th September, 2004, a claim was made that "after introduction of Lokmat invitation offer price of Re. 1/-, the circulation of Lokmat had increased 5 times"	<p>Claim made in the News-item was found to be violative of the provisions of Bureau's Code for Publicity as it was not based on the latest certified circulation figures as certified by the Bureau.</p> <p>The Publisher was advised to publish a corrigendum advertisement stating the factual position of circulation figures certified by the Bureau as well as regretting the error.</p>	A corrigendum advertisement was published in issue dated 24 th November, 2004 of "Lokmat" Akola edition.

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6	"Deshonnati" (Marathi Daily)	An advertisement was published by "Deshonnati" in their issue dated 29 th September, 2004 wherein uncertified circulation figures of Akola and Nagpur Units were shown as a histogram.	<p>The said advertisement was found to be violative of the provisions of Bureau's Code for Publicity.</p> <p>The publisher was advised to publish a corrigendum advertisement duly stating the certified circulation figures of various editions of "Deshonnati" for the audit period January-June 2004 and regretting the error.</p>	A corrigendum advertisement was published in all editions of "Deshonnati" issue dated 4 th December, 2004.
7	"Dinamalar" (Tamil Daily), Madurai edition	In issue dated 24 th July 2004 of Madurai edition of "Dinamalar" circulation figures in specific towns, districts of "Dinamalar" and "Daily Thanthi" were quoted. However, the circulation figures quoted by "Dinamalar" were not sourced from the Area Breakdown Statements as prescribed in the Bureau's Code for Publicity.	<p>The Advertisement was found to be violative of the provisions of Bureau's Code for Publicity as the circulation figures quoted for various town-wise distribution as mentioned in the advertisement were not sourced from the Area Breakdown Statement for the audit period July-December 2003.</p> <p>The publisher was accordingly requested to publish a corrigendum advertisement in "Dinamalar", Madurai edition duly stating the factual position of town wise distribution as certified by the Bureau and regretting the error.</p>	A corrigendum advertisement was published in issue dated 1 st February, 2005 in "Dinamalar", Madurai edition.

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8	"Dainik Bhaskar", Jaipur	<p>a) A brochure was prepared by the publishers of "Dainik Bhaskar", Rajasthan editions claiming a combined circulation of 9,12,000 copies together with a projection of circulation figures of 10 lakh copies in the State of Rajasthan.</p> <p>b) A badge showing that "Dainik Bhaskar", Rajasthan editions have reached a circulation mark of 9 lakh copies and are progressing towards 10 lakh copies was also made.</p> <p>c) A circular issued by the publisher claiming that "Dainik Bhaskar", Rajasthan editions have established a new record and have crossed the circulation figure of 9 lakh copies was issued.</p>	<p>The brochure, badge and the circular issued by the publishers of "Dainik Bhaskar", Rajasthan editions were found to be violative of the provisions of Bureau's Code for Publicity as the claim of 9 lakh copies of "Dainik Bhaskar" Rajasthan editions made by the publisher was not substantiated by the circulation figures certified by the Bureau for the audit period January-June 2004.</p> <p>Accordingly, the publishers of "Dainik Bhaskar", Rajasthan editions was requested to publish a corrigendum advertisement duly stating the factual position of certified circulation figures of all Rajasthan editions of "Dainik Bhaskar" as well as regretting the error.</p>	<p>A corrigendum advertisement duly stating the factual position was published in issue dated 3rd March, 2005 in all editions of "Dainik Bhaskar", Rajasthan editions.</p>

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9	"Kungumam" (Tamil Weekly), Chennai	<p>The publisher had advertised in "Daily Thanthi" Chennai edition issue dated 18th October, 2004 and "The Hindu" Chennai edition issue dated 19th October, 2004 inter-alia claiming:</p> <p>i) "Kungumam" – Tamil Nadu's No.1 Weekly Magazine (In Daily Thanthi)</p> <p>ii) "Kungumam", No.1 Tamil Magazine (In The Hindu)</p> <p>iii) Circulation of 10,11,600 copies (In both the ads)</p>	<p>The claim was found to be violative of the provisions of Bureau's Code for Publicity as the average Net Paid Circulation of "Kungumam" certified by the Bureau for the audit period January-June 2004 was average 72,990 copies and other Tamil Magazines which were certified by the Bureau for the same audit period had circulation figures higher than "Kungumam". Therefore "Kungumam" (Tamil Weekly) was not the No.1 Tamil Magazine.</p> <p>The publisher was advised to publish a corrigendum advertisement in the same publications wherein the earlier advertisements were published i.e. in "Daily Thanthi" and "The Hindu" Chennai editions duly stating the factual position vis-à-vis other Tamil Magazines as well as regretting the error.</p>	<p>The publisher did not respond to any of the requests made by the Bureau to publish the corrigendum advertisement.</p> <p>Accordingly, as decided by the Council, Bureau issued a circular dated 1st April, 2005 to all members intimating them about the factual position of circulation figures of "Kungumam" (Tamil Weekly) vis-à-vis other Tamil Magazines enrolled with the Bureau as Members.</p>

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10	Lokmat (Marathi Daily)	<p>A news item published by "Lokmat" in its issue dated 18th December, 2004 inter-alia making the following claims:</p> <p>i) "Lokmat with a daily circulation of 12.5 lakh copies reaching people in Maharashtra is a leading daily"</p> <p>ii) "Lokmat Nagpur edition has circulation of 2 lakh copies per day".</p>	<p>Both the above claims were found to be violative of the provisions of Bureau's Code for Publicity since the same were not based on the circulation figures certified by the Bureau.</p> <p>Publisher was intimated to publish a corrigendum advertisement in various editions of "Lokmat" duly stating the factual position of certified circulation figures of "Lokmat" as well as regretting the error.</p>	<p>A corrigendum advertisement was published in various editions of "Lokmat" issue dated 13th March, 2005.</p>

Sd/-
Secretary General