

June 16, 2003

TO ALL PUBLISHER MEMBERS

NOTIFICATION NO. 720

Circulation Figures - January/June 2003

Within few days, the current audit period January/June 2003 will be over and we will be preparing for the relevant half-yearly Serial volume of ABC Certificates No.109. We would like to take this opportunity to thank you for your co-operation in the past and hope that it will be extended to us in the same manner in future.

I. Incoming Certificate:

In terms of Bureau's normal procedure your circulation figures for the period January/June 2003 will be due in the Bureau on or before **31st July 2003**. It may be emphasised that the period of one month allowed for this purpose is considered adequate. In case you are not in a position to submit the incoming certificate(s) before the due date i.e. **31st July 2003**, due to compelling reason, you may seek a written consent from the Bureau before **31st July 2003** for an extension of time duly explaining the compelling reasons for seeking an extension. The request for an extension upto **14th August 2003** may be considered by the Bureau on merit. Incoming Certificates received in the Bureau on or after August 1, 2003 without obtaining prior written consent before **July 31, 2003** may be considered for certification as per provisions contained in Bureau's Notification No. 711 dated August 14, 2002.

As notified vide Notification No.689 dated 30th November 2000, circulation audit of your publication(s) will be carried out by a firm of Chartered Accountants enlisted as Bureau's Approved Auditors. Your reference is also invited to the fact concerning rotation of Approved Auditors.

Publishers of multi-edition and/or printing centres of newspapers are required to submit separate Incoming Certificate as well as Area Breakdown Statement for each edition and/or printing centre alongwith a combined Incoming Certificate wherever applicable. Separate Incoming Certificates should be submitted for Sunday/Weekly issues of publications where higher rates of advertisement are prescribed for such issues. Similarly, area breakdown statements of these publications should be submitted stating weekdays and Sundays distribution. If any Circulation Promotion Scheme(s) were in force during the period the details thereof must be shown under item No.5 of the Incoming Certificate(s). RNI registration numbers for each edition and/or printing centre (as applicable) should be mentioned on the first page of the Incoming Certificate in the space provided.

Each ABC Audit is to be carried out on the basis of Audit Form and in terms of instructions contained in the booklet "A Guide to ABC Audit" and Notifications issued from time to time. Kindly provide reasons for increase/decrease in circulation over the previous period as required under item 5 of the Incoming Certificate as well as month to month circulation where substantial variation is noticed i.e. Plus or Minus 10% over the previous figure as intimated earlier vide our Notification No.663 dated 24th March 1999. Reasons for general increase in circulation be provided in all other cases. If, on examination in the Bureau, your figures are found to conform to Bureau's requirements, the relevant ABC Certificate(s) will be issued expeditiously in accordance with the normal procedure.

Submission of circulation figures is obligatory for all publisher-members. If figures for one audit period are not submitted, those for the subsequent period will not be considered for certification. In this context, reference is also invited to provisions of Article 5-A of Bureau's Articles of Association.

Those publisher-members who have not submitted their circulation figures for the previous audit period are particularly reminded of this essential requirement.

II. Multi-centre publications availing combined certificate:

Publisher members are requested to note the requirement as notified vide Notification No.701, dated July 13, 2001 whilst submitting circulation figures and ensure that circulation figures in respect of newly started editions are submitted only if application for enrolment has been filed and accepted

by the Bureau subject to the edition having completed a full audit period of six months (as the case may be).

Starting of a new printing centre of an existing edition will however continue to be considered for enrolment/certification for a part audit period provided an application for membership is earlier filed with the Bureau duly completed in all respects.

III. Free Distribution:

Various categories of copies distributed free of cost are listed in Bureau's Notification No.246 dated 16th April 1965. Provided relevant records are adequately maintained, you are entitled to include such distribution under item No.11 of the Incoming Certificate. It may please be noted however that this should not include random distribution of promotional copies, office file or record copies, or copies sold but for which dues are outstanding or may have been written off.

IV. Trade Terms to Distributors:

It will be appreciated if the Bureau's rules pertaining to trade terms are brought to the notice of your auditors at the time of audit as mentioned and notified to all publishers vide our Notification Nos.670, 674 and 684. The ceiling is 35% in respect of daily newspapers and 40% in other cases. All sales at trade terms in excess of 35% and/or 40% as the case may be are to be excluded.

It is necessary that the average Trade Terms shown under Item No.9 of the Incoming Certificate are correctly worked out, and direct subscription copies excluded from the scope of Average Trade Terms. In particular, it may please be noted that the figures to be furnished under items 8 to 11 shall be the **average and not aggregate figures**.

V. Newsprint Stocks and Reconciliation:

The Incoming Certificate(s) shall be accompanied by Statement of Newsprint/Paper Stocks and Reconciliation duly certified by your auditors. Variations in wastage by 3 percentage points as compared to previous period may be deemed substantial and reasons for such variations should be reported separately as notified earlier to all publishers vide our Notification No.663 dated 24th March 1999. Delay in furnishing the required particulars would inevitably hold up the process of certification.

VI. Area Breakdown Statements:

It is obligatory on all publisher members to submit breakdown of circulation in the prescribed form duly certified by their auditors along with the Incoming Certificate(s). It may please be noted that the Incoming Certificate will not be considered for certification unless these are accompanied by relevant Area Breakdown Statements. These are required to be compiled strictly in conformity with the requirements as set out in Bureau's Notifications No.626 and 645 dated 2nd December 1996 and 22nd December 1997 respectively. The above Notifications may therefore be brought to the notice of your auditors. The details of town-wise distribution (i.e. within the Municipal limits of a town, where defined) under Section 'B' will cover sales of 250 copies or more, in various states in India in respect of Dailies and Weeklies. Details in respect of Fortnightly and Monthly magazines under this section are required to be provided for towns where 100 copies or more are distributed. Please note that towns under various states have to be classified according to the respective Districts. Kindly ensure that States, Districts and Towns thereunder in this Section are listed in alphabetical order. You are also requested to ensure that towns are correctly classified according to the respective Districts in each State. For this purpose, reference may be made to current Census List. Please note that places not listed as towns in the Census List will be deleted from the Area Breakdown Statements.

VII. Facsimile Copies:

Facsimile copies of ABC Certificate(s) and Area Breakdown Statement(s) will be made available to publisher members concerned at Rs.200.00 per hundred or part thereof per page. Copies ordered will be despatched by courier without additional cost.

Members interested in availing facsimile copies (yellow & white) are requested to indent for the

same in the indent form attached with the yellow incoming certificate.

VIII. Forms:

The necessary forms of Incoming Certificate, Newsprint Stocks Statements and Area Breakdown Statement are sent herewith.

Kindly acknowledge receipt. In case you have any queries we shall be pleased to attend to the same.

Thanking You

Yours truly,
AUDIT BUREAU OF CIRCULATIONS,

Secretary General

Encl:

