



Audit Bureau Of Circulations

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To,

ALL PUBLISHER MEMBERS

NOTIFICATION NO. 824

PART - I - REVISION IN AUDIT GUIDELINES FOR COMBO OFFERS:

Following revision in audit guidelines for combo offers would be effective 1st July 2012 i.e. with effect from audit period July-December 2012 as recently decided by the Bureau's Council of Management.

1.1 Combo Offers (Non subscription):

Definition:

More than one publication available under any scheme (other than subscription) to readers at a **combined** price.

Following guidelines are required to be followed:

- a) Combined price along with the titles / names of publications involved in the combo offer shall be distinctly mentioned on the print line below the masthead on all publications involved in a Combo offer.
- b) Average number of Combo copies of the respective publications in an offer will be shown separately on the respective ABC Certificate and shall be reckoned for certification.
- c) No gift either in the form of a publication registered with RNI or in any other form will be permitted alongwith combo offers (non subscription).
- d) Combo cover price should atleast be:
 - i) Full single copy cover price of the highest priced publication involved in a combo offer

PLUS

- ii) Atleast 50% of the individual single copy cover prices of the other publications involved in a combo offer.

Net combo price to the trade:

Similarly, net combo price to the trade should atleast be:

- Full net price to the trade of the highest priced publication involved in a combo offer PLUS minimum 50% of the net price to the trade of the other publications involved in a combo offer.

[Net price to the trade as applicable to the respective single copy involved in a combo offer should be reckoned.]

- e) Number of combo copies to be separately shown in the print order of the respective publications.
- f) Combo copies should be separately billed to agents / sub agents at their net price to the trade.
- g) In case a Publication, which is not a member of the Bureau but is offered under a combo offer, then the member publication shall arrange for verification of the distribution and financial books and records of the non-member publication. The member publication will then arrange to obtain a written confirmation from a non-member publication that it's financial & distribution books & records are open for scrutiny to Bureau's Auditors / officials.
- h) The new qualifying criteria, (NRR) would be applicable to all publications under the combo offer taken together at the prescribed net combo price to the trade.

Non-compliance of any of the above conditions will render the combo offer as unacceptable for certification as Qualifying Sales under Part A of the ABC Certificate of circulation.

PART - II - TERMINATION OF MEMBERSHIP UNDER ARTICLE 44(a)**“SURYA PRAVA” (Oriya Daily), Bhubaneswar**

The publication “Surya Prava” was put through a direct Bureau Audit for the audit period January-June 2011 as requested by the publisher. Bureau Auditors had expressed inability to certify the circulation figures for the audit period January-June 2011 due to various inadequacies observed in the publishers books and records as well as misrepresentation of facts.

Circulation figures of “Surya Prava” (Oriya Daily), Bhubaneswar were accordingly treated as ‘Not Accepted’ for certification for the audit period January-June 2011.

Council also considered the case of misrepresentation of facts by publisher member “Surya Prava” as a very serious matter which required stern action from the Council. Council accordingly unanimously decided to terminate with immediate effect Bureau membership of “Surya Prava” (Oriya Daily), Bhubaneswar under the provisions of Bureau's Article 44(a) of Bureau's Articles of Association at a Special Meeting of the Council.

PART III - BUREAU AUDITS

3.1. SURPRISE RECHECK AUDITS – JANUARY-JUNE 2011

Results of the under mentioned publications were satisfactory.

- 1) Agrowon (Marathi Daily), Pune edition & also printed at Aurangabad, Jalgaon, Kolhapur, Mumbai, Nagpur, Nashik and Solapur
- 2) Daily Sakal (Marathi Daily), Kolhapur and Satara editions
- 3) Daily Sakal (Marathi Daily), Aurangabad edition & also printed at Solapur, and Solapur edition
- 4) Gomantak (Marathi Daily), Panaji
- 5) Gomantak Times (English Daily), Panaji
- 6) I Next (Hindi/English), Allahabad
- 7) I Next (Hindi/English), Kanpur
- 8) I Next (Hindi/English), Ranchi
- 9) I Next (Hindi/English), Varanasi
- 10) Robinage (English Weekly), Mumbai
- 11) Tarun Bharat (Marathi Daily), Belgaum edition & also printed at Goa
- 12) Tinkle (English Monthly), Mumbai

3.2. BUREAU AUDITS – (Surprise Recheck Auditors) JANUARY-JUNE 2011

Result unsatisfactory – circulation figures “**Not Accepted**” for certification.

- 1) “The Statesman” (English Daily), Kolkata edition printed at Kolkata, Bhubaneswar & Siliguri
- 2) “The Sunday Statesman” (English Weekly), Kolkata edition printed at Kolkata, Bhubaneswar & Siliguri
- 3) “Sakal” (Marathi Daily), Pune

3.3. SURPRISE CHECKS – JULY- DECEMBER 2011

- 1) Ajit (Punjabi Daily), Jalandhar
- 2) Business Standard (English Daily), New Delhi
- 3) Chhotoo-Motoo (Hindi Fortnightly), Jaipur
- 4) Rajasthan Patrika (Hindi Daily), Kota and Bhilwara
- 5) Dainik Bhaskar (Hindi Daily), Nagpur
- 6) Dainik Bhaskar (Hindi Daily), Jabalpur & Satna
- 7) Frontline (English Fortnightly), Chennai
- 8) Hindu Business Line (English Daily), Chennai edition printed at Bangalore, Chennai, Hubli, Hyderabad, Coimbatore
- 9) The Hindu (English Daily), Chennai edition printed at Bangalore, Chennai, Hubli, Hyderabad, Coimbatore
- 10) The Sportstar (English Weekly), Chennai
- 11) Hind Samachar (Urdu Daily), Jalandhar edition printed at Chandigarh
- 12) Jag Bani (Punjabi Daily), Jalandhar edition printed at Chandigarh
- 13) Punjab Kesari (Hindi Daily), Jalandhar edition printed at Chandigarh
- 14) Hindustan Times (English Daily), Bhopal edition printed at Bhopal
- 15) Hindustan Times (English Daily), New Delhi edition printed at Indore, Jalandhar, Mohali, New Delhi (Noida), Lucknow and Jamshedpur edition
- 16) Kesari (Marathi Daily), Pune edition printed at Pune and Sangli

