



# Audit Bureau Of Circulations

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15<sup>th</sup> December 2011

To,

**ALL PUBLISHER MEMBERS**

## **NOTIFICATION NO. 823**

**PART – I - Net Realisation Rate (NRR) – January-June 2012:**  
**[applicable to all Daily & Weekly Newspapers]**

Net Realisation Rate (NRR) is the term used for value of newspaper in waste computed on the basis of waste rate per kg. as fixed by the Council from time to time.

Council at its recent meeting adopted the following value in waste per kg for all newspaper publisher members for the **audit period January-June 2012.**

**Value in waste rate  
per kg applicable  
for the audit period  
January-June 2012**  
**[no change from earlier audit  
period July-December 2011]**

➤ **Western Zone**

In the states of :

Dadra & Nagar Haveli, Daman & Diu, Goa, Gujarat,  
Maharashtra, Madhya Pradesh

Rs. 9.00 per kg.

➤ **Eastern Zone**

Andamans & Nicobar Islands, Arunachal Pradesh, Assam,  
Bihar, Chhattisgarh, Jharkhand, Manipur, Meghalaya,  
Mizoram, Nagaland, Orissa, Sikkim, Tripura, West Bengal

Rs. 9.00 per kg.

➤ **Northern Zone**

Chandigarh, Delhi, Haryana, Himachal Pradesh, Jammu &  
Kashmir, Punjab, Rajasthan, Uttar Pradesh, Uttaranchal

Rs. 9.00 per kg.

➤ **Southern Zone**

Andhra Pradesh, Karnataka, Kerala, Lakshadweep,  
Pondicherry, Tamil Nadu

Rs. 8.00 per kg.

## **PART- II – NOTIFICATION NO. 819, DATED 12<sup>TH</sup> SEPTEMBER 2011**

Further to Bureau's Notification No. 819 dated 12<sup>th</sup> September 2011 under the heading - "Revision in calculation of Qualifying sales with respect to combined multi-edition / multi-printing centre certificates" -, Bureau's Council of Management at its recent meeting re-discussed this subject and was of the view that six monthly average does get vitiated in case of a publication [either edition or printing centre] being published/printed for only few days during an audit period. If the actual average of those edition / printing centres published for a few days during an audit period are added to the average of the other editions / printing centres which have been printed and published through out the six monthly audit period, then the total six monthly average does not reflect a correct picture.

Therefore, Council decided that if a publication [either edition or printing centre] is published / printed for less than 30 days during an audit period, then the average of such edition / printing centre would only be shown as a foot-note and not added to the averages of other editions / printing centres (in case of combined certification) in order not to vitiate the total average of all other editions / printing centres which were printed and published through out the six monthly audit period.

In case a publication is published for more than 30 days during an audit period, then the average of the same would be added alongwith the averages of other editions / printing centres contained in a combined certificate.

## **PART- III - CAP ON NUMBER OF CIRCULATION AUDITS UNDERTAKEN BY EMPANELLED FIRMS OF PUBLISHER AUDITORS W.E.F. AUDIT PERIOD JANUARY-JUNE 2012**

Bureau's Council of Management decided to cap the number of circulation audits undertaken by an empanelled firm of publisher auditor. This would be in place with effect from the circulation audits to be undertaken for the audit period January-June 2012 and thereafter as under:

- 1) A firm of empanelled publisher auditor may undertake maximum circulation audits of upto 25 editions / printing centres of a title registered with the Bureau [Incoming Certificates are separately filed with the Bureau for each printing centre and / or edition as applicable].
- 2) No limit with respect to the number of circulation audits one empanelled publisher auditor may undertake in case of member publications from the same group of publications.
- 3) An empanelled firm of publisher auditor would mean a firm which is separately registered with The Institute of Chartered Accountants of India.

## **PART - IV - BUREAU AUDITS**

### **4.1. SURPRISE RECHECK AUDITS – JANUARY-JUNE 2011**

Results of the under mentioned publications were satisfactory.

1. Aajchi Navi Mumbai (Marathi Weekly), Navi Mumbai
2. Aapala Vartahar (Marathi Daily), Mumbai edition printed at Mumbai, Kolhapur & Pune
3. Business Standard (English Daily), Kolkata
4. Cricket Samrat (Hindi Monthly), New Delhi
5. Dainik Bhaskar (Hindi Daily), Chandigarh edition printed at Sirhind
6. Dainik Bhaskar (Hindi Daily), Ratlam
7. Dainik Bhaskar (Hindi Daily), Sagar

8. Dainik Bhaskar (Hindi Daily), Ujjain
9. Dhavate Navnagar (Marathi Daily), Navi Mumbai
10. Daily Sakal (Marathi Daily), Nashik edition printed at Nashik & Jalgaon
11. Daily Sakal (Marathi Daily), Mumbai
12. Hindustan (Hindi Daily), Haldwani edition printed at Bareilly
13. Hindustan (Hindi Daily), Meerut
14. I Next (Hindi/English), Lucknow
15. I Next (Hindi/English), Patna
16. Kalnirnay (Hindi Annual), Kolkata
17. Kalnirnay (Marathi Annual), Kolkata
18. Karmakshetra (Bengali Weekly), Kolkata
19. Karnataka Malla (Kannada Daily), Mumbai
20. Khabara (Oriya Daily), Bhubaneswar
21. Madhyamam (Malayalam Daily), Kozhikode
22. Mumbai Choufer (Marathi Daily), Aurangabad edition printed at Aurangabad & Latur, Kolhapur, Mumbai and Pune editions
23. Pudhari (Marathi Daily), Kolhapur edition printed at Kolhapur & Goa, Mumbai and Pune editions
24. Punya Nagari (Marathi Daily), Mumbai and Thane editions
25. Punya Nagari (Marathi Daily), Akola and Nagpur editions
26. Punya Nagari (Marathi Daily), Aurangabad edition printed at Aurangabad & Latur
27. Punya Nagari (Marathi Daily), Jalgaon and Nashik editions
28. Punya Nagari (Marathi Daily), Kolhapur and Pune editions
29. Ravivasriya Hindustan (Hindi Weekly), Haldwani edition printed at Bareilly
30. Samaj (Oriya Daily), Cuttack edition printed at Cuttack
31. Sanchar (Marathi Daily), Solapur
32. The Economic Times Wealth (English Weekly), New Delhi edition printed at New Delhi, Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata and Mumbai
33. The SpeakingTree (English Weekly), Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata, Mumbai & New Delhi editions
34. The Samaya (Oriya Daily), Bhubaneswar
35. The Telegraph (English Daily), Bhubaneswar
36. The Telegraph (English Daily), Kolkata edition printed at Kolkata
37. The Telegraph In Schools (English Weekly), Kolkata
38. Yeshobhumi (Hindi Daily), Mumbai edition printed at Mumbai, Aurangabad & Pune

#### **4.2. BUREAU AUDITS – JANUARY-JUNE 2011**

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

- 1) Dharitri (Oriya Daily), Balasore, Dhenkanal, Brahmapur, Bhubaneswar, Sambalpur and Raigarh
- 2) Nijukti Khabar (Oriya Weekly), Bhubaneswar
- 3) Odisha Bhaskar (Oriya Daily), Bhubaneswar
- 4) Orissa Express (Oriya Daily), Bhubaneswar
- 5) Pragativadi (Oriya Daily), Bhubaneswar
- 6) Surya Prava (Oriya Daily), Bhubaneswar
- 7) The Dinalipi (Oriya Daily), Bhubaneswar

### **PART - V - PROGRESS OF MEMBERSHIP**

#### **5.1 NEW ADMISSIONS**

##### **a) PUBLISHERS:**

Following publications were admitted to Bureau Membership with effect from 1<sup>st</sup> January 2011. Their circulation figures for the audit period January-June 2011 were

accepted for certification after a satisfactory surprise recheck audit by Bureau's Auditors:

- |      |                                  |               |  |
|------|----------------------------------|---------------|--|
| i)   | Swarnakshar Prakashani Pvt. Ltd. | In respect of | "KARMAKSHETRA" (Bengali Weekly), Kolkata   |
| ii)  | Ideal Publications Trust         | In respect of | "MADHYAMAM" (Malayalam Daily), Kozhikode   |
| iii) | ABP Pvt. Ltd.                    | In respect of | "THE TELEGRAPH" (English Daily), Bhubaneswar   |
| iv)  | Bennett, Coleman & Co. Ltd.      | In respect of | THE ECONOMIC TIMES WEALTH (English Weekly), New Delhi edition printed at New Delhi, Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata and Mumbai |
| v)   | Bennett, Coleman & Co. Ltd.      | In respect of | THE SPEAKING TREE (English Weekly), Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata, Mumbai & New Delhi  |

**b) ADVERTISER:**

**Landmarc Leisure Corporation Ltd., Mumbai**

**5.2. CESSATION OF MEMBERSHIP UNDER ARTICLE 44(b)**

(For non-payment of Annual Subscription)

**a) ADVERTISING AGENCY:**

Advision Advertising Consultants, Nagpur

**b) ORGANISATION:**

Ministry of Consumer Affairs, Food & P.D. Deptt. of Consumer Affairs, Govt. of India, New Delhi

**PART - VI - DELETION OF FIRMS OF PUBLISHER AUDITORS:**

Following firms earlier empanelled as Publisher Auditors have since been deleted from the Panel:

- 1) Khanna & Annadhanam, New Delhi
- 2) Lovelock & Lewes, Kolkata & New Delhi
- 3) Price Waterhouse, Kolkata
- 4) Sai Raghavendra & Co., Tiruchirapalli
- 5) Jagadisan & Co., Chennai [opted out]

All publisher members are requested NOT to appoint any of the above firms to undertake their circulation audit.

Thanking you,

Sd/-  
Secretary General