



Audit Bureau Of Circulations

Wakefield House, Sprott Road, Ballard Estate, Mumbai – 400 001
Tel: +91 22 2261 18 12 / 2261 90 72 . ● Fax: +91 22 2261 88 21
E-mail : abc@audtbureau.org ● Web Site : <http://www.auditbureau.org>

31st January 2017

To,

All Members

Notification No. 848

PART – A: Amendment to Bureau's Notification No. 831 dated 25th April 2013 regarding cooling off periods applicable for re-admission to Bureau membership by publisher members:

Bureau's Council of Management at its recent meeting decided that with immediate effect following "cooling off" periods as detailed below, would be applicable for re-admission to Bureau membership by publisher applicants.

Publisher Members		Cooling off period	
		earlier w.e.f July-Dec 2013	w.e.f February 2017
1)	Council terminating membership under Article 44(a) for any reason]]	Not to be re-admitted	5 years from the date of termination of membership
2)	Not adhering to Council's directive to print corrigendum / take corrective action in case of Bureau's code for publicity]]	5 years	3 years from the final date of communication by the Bureau
3)	Wilful manipulation of books and records in order to claim higher circulation figures and /or Books and records cannot be relied upon for certification (in both cases circulation figures not accepted for certification)]]	5 years	3 years from the final date of communication by the Bureau
4)	In all other cases]	1 year	1 year from the date of ceasing to be a member of the Bureau for any reason other than 1,2 and 3 above

PART – B: Minor amendments to Bureau's Code for Publicity - para 3(f):

Existing provision:

Whenever a publisher wishes to make a statement or claim relating to his circulation in a specific region (e.g. State, Town, District, etc.), such statement or claim shall be made only on the basis of the Area Distribution Statement of the corresponding audit period as certified by the Bureau.

Further such statement shall be made only on the basis of his circulation in the stated region and not on the basis of total circulation of the publication or edition emanating from the region.

Revised provision:

Whenever a publisher wishes to make a statement or claim relating to the certified circulation figures in a specific region (e.g. State, Town, District, etc.), such statement or claim shall be made only on the basis of the Area Distribution Statement of the corresponding audit period as certified by the Bureau. In all such cases, certified circulation figures as per Area Distribution Statement of all editions / printing centres included in the said claim are required to be mentioned (as applicable).

Further such statement shall be made only on the basis of the circulation figures in the stated region and not on the basis of total circulation of the publication or edition emanating from the region.

The above minor amendment to Bureau's Code for Publicity would be applicable with immediate effect.

Thanking you,

Secretary General