



# Audit Bureau Of Circulations

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12<sup>th</sup> September 2011

To,

**DAILY & WEEKLY NEWSPAPER PUBLISHER MEMBERS OF THE BUREAU**  
cc: Bureau Auditors & Publisher Auditors

### NOTIFICATION NO. 819

- 1) **Revision in calculation of Qualifying sales with respect to combined multi-edition / multi-printing centre certificates:**

#### **Existing guidelines:**

“Qualifying Sales of individual editions / printing centres will be shown as a footnote on the ABC Certificate of circulation. Qualifying Sales will however be calculated on the basis of highest number of publishing days amongst all editions / printing centres. The publications total qualifying sales as certified will accordingly tally with the total of individual edition’s average qualifying sales”.

#### **Revision in the above guidelines:**

Bureau’s Council of Management at its recent meeting decided to revise the above guidelines as under based on the feedback received from publisher members and auditors:

“In case of combined multi-edition and / or printing centre certificates, total Qualifying Sales is the sum of individual averages of all editions / printing centres calculated on the basis of actual number of publishing days of each respective edition and /or printing centre [as the case may be]”.

These details would also be shown on the ABC Certificate of circulation.

The above would be applicable to all member publications when the circulation figures are submitted to the Bureau for the audit period July-December 2011 and thereafter.

An example for calculating average qualifying sales based on different publishing days is attached for your immediate reference **[Annexures 1]**.

## 2) Calculating excess circulation under the concept of Net Realisation Rate [NRR]

### Existing guidelines:

“**Excess circulation**” is the **incremental circulation** for any non compliant issue as compared to the average normal circulation of the immediate previous week or such another week during an audit period where all relevant issues are compliant with the qualifying criteria and the corresponding circulation qualifies for certification.

### Revision in the above guidelines:

Bureau’s Council of Management at its recent meeting decided to revise the audit guidelines for calculating excess circulation under the NRR concept taking into account that cover prices of newspapers vary on different days of the week as well as for different print runs on the same day.

Revised guidelines would be as under:

- “**Excess circulation**” is the **incremental circulation** of any non compliant issue as compared with the circulation of the same print run of a compliant immediate previous same day of the week, provided that the particular immediate previous week was compliant on a weekly average basis as per the prescribed NRR audit guidelines.
- However, if the same print run of same day of immediate previous week was a non compliant issue under the NRR guidelines or the immediate previous week was a non compliant week on a weekly average basis, then the circulation may be compared with the immediate previous (first available) compliant same print run, same day of the first available previous week, provided that particular week was compliant on a weekly average basis with the NRR guidelines during the immediate previous six months.
- If any particular week is non compliant on a weekly average basis then removing of excess circulation for the non compliant issue in that particular week will be denied and the entire circulation of non compliant issue(s) would not be considered for certification as qualifying sales [Part A].
- If no compliant issue of same day, same print run is available in the immediate previous six months then the benefit of reducing “excess circulation” of non compliant issue will be denied and the entire circulation of non compliant issue(s) would not be recognized as qualifying sales [Part A].
- There should atleast be one week in an audit period when all issues on each day of the week are compliant with the qualifying criteria.
- The above revised guidelines would be applicable to all daily and weekly newspaper publisher members effective **1<sup>st</sup> October 2011**.

If you require any further clarifications on the above, please feel free to contact the Secretariat.

Kind regards,

Sd/-  
Secretary General

## AUDIT BUREAU OF CIRCULATIONS

[Annexure 1 to Notification No. 819]

**Example of calculation of Qualifying Circulation as per actual number of publishing days  
for combined multi edition and / or multi printing centre publications**

	A edition printed at B	A edition printed at C	A edition printed at D	X Edition printed at Y	X Edition printed at Z	Total Qualifying Circulation
	1	2	3	4	5	6 = [1+2+3+4+5]
	Copies	Copies	Copies	Copies	Copies	Copies
July	100,000	150,000		200,000	60,000	510,000
Aug	125,000	160,000		190,000	50,000	525,000
Sept	150,000	155,000		220,000	55,000	580,000
Oct	125,000	175,000	60,000	180,000	75,000	615,000
Nov	130,000	160,000	120,000	225,000	80,000	715,000
Dec	140,000	165,000	125,000	205,000	70,000	705,000
<b>Total</b>	<b>770,000</b>	<b>965,000</b>	<b>305,000</b>	<b>1,220,000</b>	<b>390,000</b>	<b>3,650,000</b>

### Number of publishing days

July	31	30		29	30
Aug	30	31		29	28
Sept	30	29		30	30
Oct	31	29	20	30	31
Nov	30	30	30	29	28
Dec	30	31	29	30	31
<b>Total</b>	<b>182</b>	<b>180</b>	<b>79</b>	<b>177</b>	<b>178</b>

### Average Qualifying Circulation

July	3,226	5,000		6,897	2,000	17,123
Aug	4,167	5,161		6,552	1,786	17,666
Sept	5,000	5,345		7,333	1,833	19,511
Oct	4,032	6,034	3,000	6,000	2,419	21,485
Nov	4,333	5,333	4,000	7,759	2,857	24,282
Dec	4,667	5,323	4,310	6,833	2,258	23,391

### Average as per respective publishing days

<b>4,231</b>	<b>5,361</b>	<b>3,861</b>	<b>6,893</b>	<b>2,191</b>	<b>Total</b>
					<b>22,537</b>