



Audit Bureau Of Circulations

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30th November, 2022

To,

All Publisher Members

NOTIFICATION NO. 875

1.A) Submission of Circulation figures for the audit period July-December 2022

All publisher members are requested to submit their audited circulation figures for the audit period July-December 2022 which would be considered for certification subject to compliance with all prescribed audit guidelines as contained in the Guide to ABC Audit from time to time.

The circulation figures would be considered for certification on the same basis as of January-June 2022 i.e. circulation figures would be shown as “Above NRR” and “Below NRR” and total copies along with the details of variant copies as under would be shown on the first page of the ABC certificate:

		Total copies					Average copies		
Edition	Printing centre	above NRR*	below NRR*	Total copies	No. of Publishing Days	above NRR*	below NRR*	Average copies (Total)	
		A	B	A + B = C	D	A/D	B/D	C/D	

*copies sold to the trade at above and below the net realisation rate (NRR) based on the prescribed waste rate of newspapers.

For Variant copies, additional details in the following format would be shown upfront on the first page of the ABC Certificate:-

		Average Main copies			Average Variant copies			
Edition	Printing centre	above NRR*	below NRR*	Total copies	above NRR*	below NRR*	Total copies	Average Main + Variant copies (Total)
		A	B	A + B = C	D	E	D+E = F	C + F

*copies sold to the trade at above and below the net realisation rate (NRR) based on the prescribed waste rate of newspapers.

1.B) Optional submission of audited circulation figures for the audit period July-December 2022

Bureau's Council of Management also decided to continue for one more audit period i.e. July-December 2022 "**optional submission**" of audited circulation figures for the audit period July-December 2022.

Publisher members not desiring to submit their audited circulation figures should inform the Secretariat by **email before 10th December 2022**.

2) ANNUAL CIRCULATION AUDIT WITH EFFECT FROM JANUARY 2023:

Bureau's Council of Management decided to undertake **annual circulation audits** of member publications w.e.f. January 2023 i.e. for the Audit Period January-December 2023.

➤ Option to opt for six monthly audit:

Bureau's Council of Management also considered an option for publisher members to opt for six monthly circulation audits w.e.f. January 2023. However, the request for six monthly audit should be submitted in writing to the Secretariat **atleast three months** before the end of the six monthly audit period i.e.:

- Before 31st March for audit period January-June
- Before 30th September for audit period July-December

Secretariat would then inform all other competitor publications that publication (A) has opted for six monthly audit and whether the competitor would also like to then opt for six monthly audit.

3) CRITERIA FOR CERTIFICATION OF CIRCULATION FIGURES W.E.F. JANUARY 2023 CHANGED TO MAXIMUM TRADE COMMISSION PAID TO THE TRADE:

Bureau's Council of Management decided that w.e.f. January 2023 the criteria for certification of circulation figures of member publications would be changed to maximum trade Commission paid to the trade in lieu of the waste rate of newspapers (NRR) which would be prevalent only upto 31st December 2022.

The maximum trade commission would be calculated as under:

ABC certification for the period January-December 2023 would be considered for all those member publications whose maximum trade commission is **below 45% of the cover price (maximum trade commission would include all allowances, trade discounts, gifts etc. or payment in any form / kind to the distribution trade)**.

However, Council also decided that from the next audit period i.e. **w.e.f. 1st January 2024** (since w.e.f. 1st January 2023 annual circulation audit would take place) the maximum trade commission limit would **be reduced to 40% trade commission** to the distribution trade from 45% earlier.

4) **AMENDMENTS TO BUREAU'S AUDIT GUIDELINES:**

4.1) **Subscription Copies:**

At present publisher members are required to retain atleast 10% of cover price for subscription copies to qualify for certification. The 10% retention of cover price would be after offering any discount and/or gift to the subscriber as well as trade commission to the trade.

Council decided to **revise the above 10% retention limit** on subscription copies as under:

- With immediate effect i.e. **with effective 1st December 2022** subscription copies retention by publisher member would be 25% of the cover price.(i.e. upto 75% of the cover price can be offered as discount and / or gift to the reader as well as trade discount to the distribution trade.).
- All existing subscription schemes to continue for their given duration and all such subscription copies would continue to qualify for certification during the duration of the scheme. However, these existing subscription schemes **should not be renewed or its period extended** if it does not comply with the new 25% retention of cover price.
- The above decision would facilitate publisher members to retain more money for themselves.

4.2) **Readers Scheme on Single copy sale:**

At present gifts upto the value of 50% of cover price are permissible for copies to be considered for certification in case of single copy sale.

Bureau's Council of Management have since decided that with immediate effect i.e. **w.e.f. 1st December 2022** the value of gifts offered to the reader on single copy sale would be reduced to **30% of the cover price.**

Method of valuation of gifts remains unchanged i.e. MRP or 15% mark up in case of customized gift.

The reduction in value of gifts from 50% to 30% would enable publisher members to retain more money for themselves

Should you desire any further clarification please email your query to abc@auditbureau.org.

Thanking you,

Secretary General