



Audit Bureau Of Circulations

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17th August, 2023

To,

All Magazine Publisher Members

NOTIFICATION NO. 877

AMENDMENTS TO AUDIT GUIDELINES FOR MAGAZINE PUBLISHER MEMBERS:

Bureau's Council of Management have since decided that w.e.f. 1st January 2023 for the audit period January to December 2023 and thereafter the following maximum limits would be applicable only for **magazine publisher members** for copies to **qualify for certification** w.e.f. Audit Period January to December 2023 and thereafter.

Revised w.e.f. 1st January 2023

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| i) Maximum trade commission | Upto 70% of cover price |
| ii) Retention by Magazine publishers on subscription copies | 20% of cover price for a given subscription period |

All other existing audit guidelines for Magazine Publisher Members would remain the same.

The above amendments may please be noted as well as communicated to your audit firm.

Thanking you,

Secretary General