



Audit Bureau Of Circulations

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CIN : U24999MH1948NPL006309



29th November, 2023

To,

All Publisher Members

NOTIFICATION NO. 878

A) Submission of Audited Circulation Figures for the audit period January-December 2023 would be “OPTIONAL”:

Bureau’s Council of Management at its recent meeting decided that submission of audited circulation figures for the current audit period January to December 2023 would be “**OPTIONAL**”. Non submission of audited circulation figures for the audit period January-December 2023 would not affect your existing membership.

Accordingly, provisions of Notification No.860 dated 2nd January 2020 are kept in abeyance for the audit period January-December 2023.

B) With effect from 1st January 2024 six monthly circulation audits:

Bureau’s Council of Management also decided that w.e.f. audit period 1st January 2024, ABC would carry out ‘**Six Monthly**’ circulation audits i.e. for the audit period January-June 2024, July-December 2024 and thereafter every six months.

C) Payment for subscription copies with effect from 1st January 2024:

Bureau’s Council of Management has decided that w.e.f. audit period January-June 2024 a **minimum of 30%** of all amounts received towards subscription copies should be through banking channels (direct deposit into bank through NEFT, IMPS, Cheques, DD etc). Cash deposit would be permitted only upto 70% of the total subscription amount received during the audit period January-June 2024.

Thereafter, for the audit period July-December 2024 - 60% of all amount received towards subscription copies should be through banking channels (direct deposit into bank through NEFT, IMPS, Cheques, DD etc). Cash deposit would be permitted only upto 40% of the total subscription amount received during the audit period July-December 2024

Subsequently, for the audit period January-June 2025 entire amounts towards subscription copies (100%) should be received through banking channels (direct deposit into bank through NEFT, IMPS, Cheques, DD etc).

D) Rotation of Audit firms with effect from audit period January-June 2024:

The existing audit firms have been carrying out circulation audits since the audit period January-June 2019. As per the normal procedure, empanelled audit firms would be rotated w.e.f. audit period January-June 2024. Names of three audit firms would be provided to all publisher members in order to enable them choose one amongst them as their circulation auditor.

Please note that circulation audit for the audit period January-December 2023 would be carried out by the existing audit firms who had earlier carried out the circulation audit for the audit period July-December 2022.

In case you require any further clarification, please do not hesitate to contact the Secretariat at email: "**abc@auditbureau.org**".

Thanking you,

Secretary General