



Audit Bureau Of Circulations

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CIN : U24999MH1948NPL006309

31st July 2024

To

All Publisher Members,

NOTIFICATION NO. 881

Sub: Decisions of Bureau's Council of Management

PART – 1:

At the recently held Bureau's Council of Management meeting, following decisions were taken:

A) Subscription Copies:

- Subscription copies with effect from audit period July-December 2024 retention would be 10% of the cover price of a publication for the given subscription period.
- Gifts on subscription copies to be valued at cost to the publisher including GST.
- Distribution cost, gifts, discount to subscribers and any other expense altogether should be within 90% of the cover price.

B) Revision of audit guidelines pertaining to Cash and cash equivalent Gifts to readers / subscribers:

Bureau's Council of Management have since decided that with effect from **audit period July-December 2024** the following audit guidelines would apply –

All publisher members would be permitted to offer all kinds of gifts interalia including gold, precious stones, cash, cash equivalent etc. to readers / subscribers as per limits set earlier i.e.

- 30% of cover price in case of reader scheme for single / line copies
- Rs.10 lacs per edition for lottery schemes
- 10% retention for subscription copies

C) Gifts to be valued at Cost to Publisher – MRP of the gift may be publicised

Publisher members while offering gift(s) to readers / subscribers are permitted to advertise the MRP of the gift(s) even though the MRP may be higher than the prescribed limits.

However, the cost of acquiring the gift/s (purchase price including GST) should be within the prescribed limits. In cases, where the cost of acquiring (purchase price including GST) of the gift(s) exceeds the prescribed limit, then excess copies sold would not qualify for certification. Excess copies sold would be calculated on the basis of previous weeks qualifying copies where there was no such scheme (gift).

PART – II: INFORMATION ON MEMBERSHIP

2.1) CESSATION OF MEMBERSHIP

I PUBLISHERS:

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|----|-----------------------------|---------------|--|
| 1) | Metropolitan Media Co. Ltd. | in respect of | a) “Bangalore Mirror” (English Daily),
b) “Bangalore Mirror on Saturday” (English Weekly)
c) “Bangalore Mirror on Sunday” (English Weekly), Bangalore |
| 2) | Malayala Manorama Co. Ltd. | in respect of | “Malayala Manorama” (Malayalam Weekly), Kottayam edition |
| 3) | Lokmat Media Pvt. Ltd. | In respect of | “Lokmat” (Marathi Daily), Ahmednagar, Akola, Jalgaon, Nashik and Solapur editions |
| 4) | HT Media Limited | In respect of | “Hindustan Times” (English Daily), Chandigarh edition printed at Mohali and Jalandhar edition |
| 5) | Bartaman Private Limited | in respect of | a) “Bartaman” (Bengali Daily), Kolkata, Bardhaman, Panskuria and Siliguri editions
b) “Saptahik Bartaman” (Bengali Weekly), Kolkata
c) “Sarir O Sastha” (Bengali Monthly), Kolkata
d) “Sukhi Grihakon” (Bengali Monthly), Kolkata |

Thanking you,

Secretary General