



Audit Bureau Of Circulations

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21st December 2010

To,

PUBLISHER MEMBERS OF THE BUREAU

cc: Publisher Auditors

NOTIFICATION NO. 814

DIFFERENT PRINT RUNS / VARIANTS OF A PUBLICATION DISTRIBUTED IN THE SAME MARKET PLACE

Bureau's Council of Management at its recent meeting decided to prescribe guidelines for different print runs / variants of a publication distributed in the same market place.

1) Title of a publication:

Title of a publication should be exactly the same as registered with the RNI authorities.

2) Any other sub-title / name of variant:

In case any other sub-title / variant of the main title is to be mentioned then the same should be printed below the line separating the title panel or mast-head in a font size not exceeding 1/4th font size of the main title.

3) Guidelines for different print runs / variants of a publication distributed in the same market place:

3.1. Different print runs / variants of the main paper distributed in the same market place would be considered for combined certification.

3.2. Sub-titles / different names of variants (if applicable) are required to be mentioned below the line separating the title panel or mast-head in a font size not exceeding 1/4th font size of a title.

3.3. Different print run / variant of the main paper in the same market place would be defined as having any of the following differentiation:

sub-title, content, cover price, pagination, advertisement rate, size of the newspaper etc.

3.4. Average qualifying circulation figures of all variants of the main paper in the same market place would be prominently shown on the first page of the ABC certificate of circulation.

- 3.5. A break-up of average qualifying circulation of each different print run/ variant of the main paper would be required to be submitted by newspaper publisher members for every audit period.

The above guidelines would be effective from audit period January-June 2011 i.e. with effect from 1st January 2011.

If you have any queries on the above, please feel free to contact the Secretariat.

Regards,

Sd/-
Secretary General