



Audit Bureau Of Circulations

Founder Member : International Federation of Audit Bureaux of Circulations
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4th December 2009

To,
ALL PUBLISHER MEMBERS

NOTIFICATION NO. 801

Submission of circulation figures for the audit period July-December 2009

We write to request you to submit the circulation figures in respect of various member publications for the audit period July-December 2009.

I. Electronic filing of Incoming Certificate:

All publisher members are hereby informed that Bureau has made arrangements for publisher members to file the incoming certificates **electronically** for the audit period July-December 2009.

Kindly log on to Bureau's website www.auditbureau.org and download the incoming certificate form as well as the area breakdown form. Fill up the forms and arrange to send a soft copy of the same either by email or on a CD ROM followed up with a hard copy duly stamped and signed by publisher's authorised representative as well as publisher auditor.

The password to download the incoming certificate form may please be obtained from the secretariat by email / fax

(email: abcindia@vsnl.com, fax no. (022) 22618821)

II. Incoming Certificate:

In terms of Bureau's normal procedure the circulation figures for the audit period **July-December 2009** will be due to be received in the Bureau on or before **1st February, 2010**. It may be emphasised that the period of one month allowed for this purpose is considered to be adequate. In case you are not in a position to submit the incoming certificate(s) before the due date i.e. **1st February, 2010** due to any compelling reason, you may seek a written consent from the Bureau before **1st February, 2010** for an extension of time duly explaining the compelling reason for seeking an extension of time. The request for an extension upto **15th February, 2010** may be considered by the Bureau on merit.

Incoming Certificates received in the Bureau on or after **2nd February 2010** without obtaining prior written consent before **1st February 2010** may be considered for certification as per provisions contained in Bureau's Notification No.711 dated 14th August, 2002.

As notified vide Notification No.689 dated 30th November, 2000, circulation audit of your publication(s) should be carried out by a firm of Chartered Accountants enlisted as

Bureau's Approved Auditors. Your reference is also invited to the fact concerning rotation of Approved Auditors.

RNI registration numbers for each edition and/or printing centre (as applicable) should be mentioned on the first page of the Incoming Certificate in the space provided.

Each ABC Audit is to be carried out as per provisions contained in "A Guide to ABC Audit" and Notifications issued from time to time.

Kindly provide reasons for increase/decrease in circulation over the previous period as well as month to month circulation where substantial variation is noticed i.e. plus or minus 10% over the previous figure. Reasons for general increase in circulation be provided in all other cases.

If, on examination in the Bureau, your circulation figures are found to conform to Bureau's requirements, the relevant ABC Certificate(s) will be issued expeditiously in accordance with the normal procedure.

Submission of circulation figures is necessary for all Publisher-Members. If audited circulation figures for one audit period are not submitted, those for the subsequent audit period will not be considered for certification. In this context, reference is also invited to provisions of Article 5-A of the Bureau's Articles of Association.

Those Publisher-Members who have not submitted their circulation figures for the previous audit period are particularly reminded of this essential requirement.

**III. Multi-edition – Multi printing centers:
(in case of daily & weekly newspapers)**

Publishers of multi-edition and/or printing centers of newspapers are required to submit separate Incoming Certificate as well as Area Breakdown Statement for each edition and/or printing centre alongwith a combined Incoming Certificate wherever applicable.

Separate Incoming Certificate should be submitted for Sunday/Weekly issues of publications where higher rates of advertisement are prescribed for such issues. Similarly, Area Breakdown Statements of these publications should be submitted stating average and Sundays distribution.

**IV. Enrolment of new edition / printing centre during the audit period:
(in case of daily & weekly newspapers)**

Publisher Members are required to submit duly audited circulation figures of only those publications which are enrolled with the Bureau as a Member. Inclusion of circulation figures on starting of a new edition / printing centre will be considered for combined / individual certification as the case may be, provided necessary formalities for enrolment to Bureau Membership with respect to the new edition / printing centre have been complied with and accepted by the Bureau.

V. Subscription Schemes: (single & joint)

Inclusion of subscription copies in Part A as qualifying sales should comply with the relevant provisions of Bureau's audit guidelines. Details of respective subscription

schemes should be provided separately in the format along with copies of the subscription schemes which were communicated to the reader.

VI. Newsprint Stocks and Reconciliation:

The Incoming Certificate(s) shall be accompanied by Statement of newsprint/paper stocks and reconciliation duly certified by your Auditors. Variations in wastage by 3 percentage points as compared to the previous period may be deemed substantial and reasons for such variations should be reported separately.

VII. Area Breakdown Statements:

It is necessary for all Publisher Members to submit breakdown of circulation in the prescribed form duly certified by their Auditors along with the Incoming Certificate(s). Area Breakdown Statement will provide details only of qualifying sales (Part A). It may please be noted that the Incoming Certificate will not be considered for certification unless these are accompanied by relevant Area Breakdown Statements. The details of town-wise distribution (i.e. within the municipal limits of a town, where defined) under Section 'B' will cover sales of **250 copies or more, in various States in India in respect of Dailies and Weekly Newspapers and 100 copies in respect of magazines.** Please note that towns under various States have to be classified according to the respective Districts. Kindly ensure that States, Districts and Towns thereunder in this section are listed in alphabetical order. You are also requested to ensure that towns are correctly classified according to the respective Districts in each State. For this purpose, reference may be made to current Census List. Please note that places not listed as towns in the Census List will be deleted from the Area Breakdown Statements and shown together as 'Other Places' under the relevant districts of the State.

VIII. Facsimile Copies:

Facsimile copies of ABC Certificate(s) and Area Breakdown Statement(s) will be made available to publisher members at the rate of Rs.225.00 per hundred or part thereof per page. Copies ordered will be despatched by courier without additional cost.

Members interested in availing facsimile copies are requested to indent for the same thru the indent form.

Kindly acknowledge receipt. In case you have any queries we shall be pleased to attend to the same.

Thanking you,

Yours truly,
AUDIT BUREAU OF CIRCULATIONS,

Secretary General