



Audit Bureau Of Circulations

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25th April, 2013

To,

ALL MEMBERS

NOTIFICATION NO. 831

PART - I – CLARIFICATION ON BUREAU'S AUDIT GUIDELINES:

1.1 Different “cooling off” periods applicable for re-admission to Bureau membership - Publisher Members

Bureau's Council of Management at its recent meeting decided that with effect from audit period July-December 2013 “cooling off” periods as detailed below would be applicable to all publisher applicants seeking re-admission to Bureau membership for the audit period July-December 2013 and thereafter.

| Publisher Members | Cooling off period |
|---|---------------------------|
| i) Council terminating membership under Article 44(a) for any reason] | Not to be re-admitted] |
| ii) Not adhering to Council's directive to print corrigendum / take corrective action in case of Bureau's code for publicity] | 5 years] |
| iii) Wilful manipulation of books and records in order to claim higher circulation figures and /or Books and records cannot be relied upon for certification (in both cases circulation figures not accepted for certification)] | 5 years] |
| iv) In all other cases] | 1 year] |

1.2 PRINCIPAL AGENCY:

Council decided to clarify that the definition of “principal agent” interalia would include all agents, sub-agents or any one who distributes or effects at least 20% of the total sales subject to a minimum of 25,000 copies per printing centre / edition.

1.3 GIFTS / INCENTIVES TO AGENTS

Council decided to clarify that the same valuation of gifts as are applicable to readers would also apply to **agents / sub-agents or trade.**

Valuation of gifts:**Branded Product:**

A branded product which is available in the market place bearing a MRP, then the MRP to be considered.

Customised / Unique Product:

Is a product, which is manufactured and packaged as per customer's requirements/specifications. Value of the same to be taken as per the Invoice of the customized / unique product plus 15% (mark up).

Announced value of the gift:

If the perceived value of the gift is announced at the time of launching the gift scheme, then the valuation of the gift offered to be done as under:

In case of branded product:

- MRP or announced value whichever is higher

In case of customised product:

- Cost to the publisher + 15% mark up or announced value whichever is higher

The above valuation guidelines would also apply in case of barter arrangements.

PART - II - BUREAU AUDITS**2.1 BUREAU AUDITS – (Surprise Checks) JULY-DECEMBER 2012****Results satisfactory**

- 1 Aajkaal (Bengali Daily), Kolkata edition printed at Kolkata
- 2 Ahmedabad Mirror, (English Daily), Ahmedabad
- 3 AJ (Hindi Daily), Allahabad
- 4 AJ (Hindi Daily), Varanasi
- 5 AJ (Hindi Daily), Patna
- 6 Amar Ujala (Hindi Daily), Agra
- 7 Amar Ujala (Hindi Daily), Aligarh
- 8 Amar Ujala (Hindi Daily), Dharmsala
- 9 Asomiya Pratidin (Assamese Daily), Guwahati
- 10 Assam Tribune (English Daily), Guwahati edition printed at Guwahati
- 11 Bartaman (Bengali Daily), Kolkata edition printed at Kolkata
- 12 Business Standard (English Daily), Ahmedabad
- 13 Daily Desher Katha (Bengali Daily), Agartala
- 14 Dainik Bhaskar (Hindi Daily), Chindwara
- 15 Dainik Bhaskar (Hindi Daily), Kota
- 16 Dainik Jagran (Hindi Daily), Kanpur
- 17 Dainik Jagran (Hindi Daily), Lucknow
- 18 Dainik Jagran (Hindi Daily), Meerut edition printed at Meerut
- 19 Dainik Jagran (Hindi Daily), Dharmsala
- 20 Dainik Jagran (Hindi Daily), Jhansi

- 21 Dainik Jagran (Hindi Daily), New Delhi Edition (Noida)
- 22 Dainik Jagran (Hindi Daily), Panipat
- 23 Dainik Janambhumi (Assamese Daily), Guwahati
- 24 Dainik Sambad (Bengali Daily), Agartala
- 25 Diamond Cricket Today (Hindi Monthly), New Delhi
- 26 Eenadu (Telugu Daily), Hyderabad
- 27 Eenadu (Telugu Daily), Visakhapatnam
- 28 Eenadu (Telugu Daily), Rajahmundry
- 29 Grehlakshmi (Hindi Monthly), New Delhi
- 30 Hari Bhoomi (Hindi Daily), Bilaspur
- 31 Hari Bhoomi (Hindi Daily), Jabalpur
- 32 Hari Bhoomi (Hindi Daily), Raipur
- 33 Hari Bhoomi (Hindi Daily), Rohtak
- 34 Himalaya Darpan (Nepali Daily), Siliguri
- Hindu Business Line (English Daily), Chennai edition printed at Kozhikode &
- 35 Lucknow
- 36 Hindustan (Hindi Daily), Dehradun
- 37 Hindustan Times (English Daily), Lucknow edition printed at Varanasi
- 38 Hitavada (English Daily), Nagpur
- 39 Kannada Prabha (Kannada Daily), Bangalore edition printed at Bangalore
- 40 Lokmat (Marathi Daily), Mumbai edition printed at Mumbai
- 41 Nagaland Post (English Daily), Dimapur
- 42 Nava Bharat (Hindi Daily), Bilaspur
- 43 Nava Bharat (Hindi Daily), Raipur
- 44 Navbharat Times (Hindi Daily), New Delhi
- 45 Navprabha (Marathi Daily), Panaji
- 46 Rashtriya Sahara (Hindi Daily), Lucknow
- 47 Sakshi (Telugu Daily), Rajahmundry
- 48 Sakshi (Telugu Daily), Visakhapatnam
- 49 Sakshi (Telugu Daily), Vijayawada
- 50 Sandhya Times (Hindi Daily), New Delhi
- 51 Sunday Hindustan Times (English Weekly), Lucknow edition printed at Varanasi
- 52 The Economic Times (English Daily), Hyderabad
- 53 The Economic Times(English Daily), Kolkata edition printed at Patna
- 54 The Economic Times (English Daily), Kolkata edition printed at Ranchi
- 55 The Economic Times (Gujarati Daily), Ahmedabad
- 56 The Economic Times (Hindi Daily), New Delhi
- 57 The Economic Times On Saturday (English Weekly) Ahmedabad
- The Economic Times On Saturday (English Weekly), Kolkata edition printed at
- 58 Patna
- The Economic Times On Saturday (English Weekly), Kolkata edition printed at
- 59 Ranchi
- 60 The Economic Times (English Daily), Ahmedabad
- 61 The Hindu (English Daily), Chennai edition printed at Kozhikode
- 62 The Kadambini (Oriya Monthly), Bhubaneswar
- 63 The Munsif (Urdu Daily), Hyderabad
- 64 The Navhind Times (English Daily), Panaji
- 65 The Samaya (Oriya Daily), Bhubaneswar
- 66 The Shillong Times (English Daily), Shillong
- 67 The Siasat Daily (Urdu Daily), Hyderabad
- 68 The Statesman (English Daily), New Delhi
- 69 The Sunday Statesman (English Weekly), New Delhi
- 70 The Sunday Times Of India (English Weekly), Ahmedabad edition
- 71 The Times Of India (English Daily), Jaipur

- 72 The Times Of India (English Daily), New Delhi edition printed at Panchkula
- 73 The Times Of India (English Daily), New Delhi edition printed at Sahibabad
- 74 The Times Of India (English Daily), Kolkata edition printed at Patna
- 75 The Times Of India (English Daily), Kolkata edition printed at Ranchi
- 76 The Times Of India (English Daily), Ahmedabad
- 77 The Times Of India (English Daily), Hyderabad
- 78 U Nongsain Hima (Khasi Daily), Shillong

2.2 BUREAU AUDITS – (Surprise Checks) JULY-DECEMBER 2012

Results unsatisfactory – circulation figures “**Not Accepted**” for certification

- 1) Khabara (Oriya Daily), Bhubaneswar
- 2) AJ (Hindi Daily), Lucknow
- 3) Yash Bharat (Hindi Daily), Jabalpur & Katni editions printed at Jabalpur
- 4) “Karmakshetra” (Bengali Weekly), Kolkata
- 5) “Peshaprobesh” (Bengali Monthly), Kolkata

PART - III - PROGRESS OF MEMBERSHIP

3.1 NEW ADMISSIONS

i) ADVERTISING AGENCY:

Saffron Communications Pvt. Ltd., New Delhi

ii) PUBLISHERS:

- | | | |
|--------------------------------|---------------|---|
| 1) Malini Publications | In respect of | “RONGMON” (Assamese Monthly), Guwahati |
| 2) Purohit & Co. | In respect of | “HITAVADA” (English Daily), Raipur |
| 3) Bennett, Coleman & Co. Ltd. | In respect of | “THE TIMES OF INDIA” (English Daily), Kochi, Kozhikode and Thiruvananthapuram |
| 4) VRL Media Ltd. | In respect of | “VIJAYAVANI” (Kannada Daily), Bangalore, Bijapur, Chitradurga, Gangawati, Gulbarga, Hubli-Dharward, Mangalore, Mysore and Shimoga |

3.2 CESSATION OF MEMBERSHIP

PUBLISHERS:

- | | | |
|--------------------------------|---------------|--|
| 1) Bennett, Coleman & Co. Ltd. | In respect of | “THE ECONOMIC TIMES ON SATURDAY” (Hindi Weekly), New Delhi |
| 2) Lokmat Media Pvt. Ltd. | In respect of | “CITY NEWS EXPRESS” (Marathi Daily), Aurangabad |

3.3 (i) TERMINATION UNDER ARTICLE 5-A OF BUREAU'S ARTICLES OF ASSOCIATION

- | | | | |
|----|--|---------------|---|
| 1) | Omega Printers & Publishers Pvt. Ltd. | In respect of | a) "THE SENTINEL" (English Daily), Dibrugarh edition, Silchar edition and Guwahati edition (printed at Guwahati & Tezpur) |
| | | | b) "THE SENTINEL" (Hindi Daily), Dibrugarh edition and Guwahati edition |
| 2) | Kungumam Publications Pvt. Ltd. | In respect of | "MUTHTHARAM" (Tamil Weekly), Chennai |
| 3) | Anubhuti Printers & Publications Pvt. Ltd. | In respect of | "AJIR DAINIK BATORI" (Assamese Daily), Dibrugarh and Guwahati editions |

Thanking you,

Sd/-
Secretary General