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29th August, 2006

TO ALL PUBLISHER MEMBERS OF THE BUREAU

cc: Bureau Auditors and Approved Auditors

NOTIFICATION NO. 770

Joint Subscription Offers

The Bureau's Council of Management adopted specific guidelines for Joint Subscription offers involving more than one publication.

A subscription offer for more than one publication for which prescribed subscription amount is received in advance for a specific term is to be considered as a "Joint Subscription Offer".

The following guidelines will apply for joint subscription offers:

- 1) Subscription requisition / request in writing from the subscriber needs to be obtained by the publisher and / or his agent(s).
- 2) In case, a subscription offer is for a period of less than six months, full subscription money to be received in advance. In case of subscription schemes for a period longer than six months, for all booked subscriptions, full subscription amount may be received within a period of two months from the date of booking a subscription.
- 3) Supply of subscription copies to a subscriber to commence only after the subscription amount is received as above by a publisher and / or his agent(s) in full as per the subscription offer.
- 4) Joint subscription price for any designated period should be atleast 50% of the individual cover prices of all publications involved in the subscription offer.

- 5) Delivery charges / commission payable for delivery of all publications involved in a Joint Subscription offer shall be restricted as under:

Joint Subscription Scheme involving		Maximum delivery charges Upto
i)	Dailies	40% on the cover price
ii)	Other than Dailies	45% of the cover price
iii)	Dailies and other than Dailies	Weighted average* based on total cover price

(*) subject to maximum limits of 40% in respect of dailies and 45% in respect of other than dailies.

- 6) Valuation of a gift, branded or customised, to be valued at MRP or cost to the publisher plus 15% as applicable. Gift in the form of cash or cash equivalent is however excluded from the purview of gift.
- 7) In case a publication is offered as a gift, the same to be valued at its cover price. However delivery charges on such publication which is provided as a gift to a subscriber shall not exceed the maximum limits prescribed i.e. 40% of the cover price in case of dailies and 45% of the cover price in case of other than dailies.
- 8) In case a Publication, which is not a member of the Bureau but is offered under the Joint Subscription Scheme, then the member publication shall arrange for verification of the distribution and financial books and records of a non-member publication. The Member Publication will then arrange to obtain a written confirmation from the non-Member publication that it's financial & distribution books & records are open for scrutiny by Bureau's Auditors / officials.
- 9) Publisher should retain atleast 10% of the cover price of all publications included in the joint subscription offer, after taking into account discount on cover price, value of gifts, delivery charges etc.

Non-compliance of any of the above conditions will render the joint subscription offer as unacceptable for certification as net paid sales.

The above guidelines for joint subscription offer will come into force with effect from **1st January, 2007**, and will be applicable to all Publisher members.

Subscription Scheme (Single Publication)

Bureau's guidelines as earlier notified vide Bureau's Notification No.741 dated 2nd February, 2005 will however continue to apply for subscription offers involving single publication subject to all the above conditions with effect from **1st January 2007**.

Sd/-
Secretary General