

12th June, 2006

TO ALL PUBLISHER MEMBERS
(cc: Publisher Auditors)

NOTIFICATION NO. 764

Submission of Circulation Figures – January-June 2006

We write to request you to submit your circulation figures in respect of various Member Publications of your group for the audit period January-June 2006.

I. Incoming certificates may now be submitted electronically:

Bureau has made arrangements through its website: <http://www.auditbureau.org> for Publisher Members to download the software for submitting every six months the Yellow Incoming Certificate as well as the White Area Breakdown Statements electronically. This facility is available to all Publisher Members. You may write to the Bureau to obtain the Publication specific password for your respective Member Publication for the audit period January-June 2006. After obtaining the password you will be in a position to submit the circulation figures through the software in support of publications of your group which are members of the Bureau.

The software allows you to carry out any amendments/corrections as required before finalising the circulation figures and approval by your auditors. Publisher Members are requested to send a copy of the CD ROM to the Bureau after the audit is completed. The CD ROM should contain both the yellow incoming certificates as well as the area breakdown statements of the respective Publications. A hard copy of the yellow incoming certificate together with all annexures, audit report and area breakdown statements duly stamped and signed by your auditors should follow within the prescribed time period.

II. Incoming Certificate:

In terms of Bureau's normal procedure your circulation figures for the audit period **January-June 2006** will be due to be received in the Bureau on or before **31st July, 2006**. 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. **31st July, 2006** due to any compelling reason, you may seek a written consent from the Bureau before **31st July, 2006** for an extension of time duly explaining the compelling reason for seeking an extension of time. The request for an extension upto **16th August, 2006** may be considered by the Bureau on merit.

Incoming Certificates received in the Bureau on or after **1st August, 2006** without obtaining prior written consent before **31st July, 2006** 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.

Publishers of multi-edition and/or printing centres 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 Weekdays and Sundays distribution.

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 in terms of instructions contained in the book "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 required under item 5 of the Incoming Certificate as well as month to month circulation where substantial variation is noticed i.e. plus or minus 10% over the previous figure as intimated earlier vide our Notification No. 663 dated 24th March, 1999. 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 obligatory for all Publisher-Members. If 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 Enrolment of new edition / printing centre during the audit period:

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.

IV Free Distribution:

Various categories of copies distributed free of cost are listed in Bureau's Notification No.246 dated 16th April, 1965. Provided relevant records are adequately

maintained, you are entitled to include such distribution under item No.11 of the Incoming Certificate. It may please be noted however that this should not include random distribution of promotional copies, office file or record copies, or copies sold but for which dues are outstanding or may have been written off.

V Trade Terms to Distributors:

It will be appreciated if the Bureau's rules pertaining to trade terms are brought to the notice of your auditors at the time of audit as mentioned and notified to all Publisher Members vide our Notification Nos.670, 674, 684, 733 and 734 respectively. The ceiling is now 40% in respect of daily newspapers and 45% in other cases. All sales at trade terms in excess of 40% and/or 45% as the case may be are to be excluded from Net Paid Sales.

It is necessary that the Average Trade Terms shown under Item No.9 of the Incoming Certificate are correctly worked out, and direct subscription copies excluded from the scope of Average Trade Terms. In particular, it may please be noted that the figures to be furnished under items 8 to 11 shall be the **average and not aggregate figures**.

VI. Subscription Schemes:

Inclusion of subscription copies in Net Paid Sales are shown in para 9A of the yellow incoming certificate should comply with the provisions of Bureau's Notification No.741 dated 2nd February, 2005. Details of respective subscription schemes should be provided separately in the format as per **Annexure 1** along with copies of the subscription schemes which were communicated to the reader.

VII. Additional information

- w.e.f. audit period July-December 2004 the Bureau is seeking additional information from all Publisher Members as per the annexure attached to the Incoming Certificate. You are kindly requested to have the said details verified by your Auditors and submit the same to the Bureau. Details as per Bureau's Notification No.758 dated 20th February, 2006 (**Annexure 2**).

- Responsibility Statement:

Kindly arrange to submit the calculation on the basis of which the responsibility statement was compiled by the Auditors for each centre individually at different cover prices prevailing at each centre (**Annexure 3**).

- Details of addresses of distribution centres where the publication is printed may please be provided alongwith approximate (average) number of copies supplied (**Annexure 4**).

VIII. 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 as notified earlier to all Publishers vide our Notification No.663 dated 24th March 1999. Delay in furnishing the required particulars would inevitably hold up the process of certification.

IX. Area Breakdown Statements:

It is obligatory on all Publisher Members to submit breakdown of circulation in the prescribed form duly certified by their Auditors along with the Incoming Certificate(s). It may please be noted that the Incoming Certificate will not be considered for certification unless these are accompanied by relevant Area Breakdown Statements. These are required to be compiled strictly in conformity with the requirements as set out in Bureau's Notifications No. 626, 645 and 748 dated 2nd December, 1996, 22nd December, 1997 and 23rd June, 2005 respectively. The above Notifications may therefore be brought to the notice of your Auditors. 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 Weeklies. Details in respect of Fortnightly and Monthly magazines under this section are required to be provided for towns where 100 copies or more are distributed. 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.

X. Facsimile Copies:

Facsimile copies of ABC Certificate(s) and Area Breakdown Statement(s) will be made available to Publisher Members concerned at Rs.200.00 per hundred or part thereof per page. Copies ordered will be despatched by courier without additional cost.

Members interested in availing facsimile copies (yellow & white) are requested to indent for the same in the indent form attached with the yellow Incoming Certificate.

XI. Forms:

The necessary forms of Incoming Certificate, Newsprint Stocks Statements and Area Breakdown Statement are sent herewith.

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,

Encl:

Sd/-

Secretary General

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Annexure 1

Details of subscription schemes to be furnished as per the under mentioned format:

| | | Name of the Publication |
|----|---|--------------------------------|
| a) | Date & month of starting and end of the scheme / offer | |
| b) | Cover price of the publication for the subscription period | |
| c) | Subscription rate for the period of subscription | |
| d) | Discount offered to subscribers on cover price, if any. | |
| e) | Gifts offered to subscribers (list out various gifts and individual valuation thereof) | |
| f) | Trade commission / delivery charges incurred for delivering these copies to subscribers calculated on subscription price (amount & %) | |
| g) | Any other expenses incurred | |
| h) | Balance amount retained by the publisher (cover price less discount / gift / delivery charges etc.) | |
| i) | Average subscription copies of the above mentioned scheme included in Net Paid Sales | |
| j) | Average subscription copies of the above mentioned scheme not included in Net Paid Sales and reasons thereof | |

Note:

- (i) Kindly attach copies of each of the Subscription Scheme as communicated to the reader.
- (ii) In case of joint subscription offer similar details of all publications involved in the offer to be furnished.

Seal and signature of the Publisher

Seal and signature of the Publisher Auditor

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Annexure 2

Details as per Bureau's Notification No.758 dated 20th February, 2006:

➤ **Subscription sales :**

| | | |
|---|-------|--------|
| *At Nil (inducement) on the cover price | | copies |
| *upto 30% of the cover price | | copies |
| *upto 60% of the cover price | | copies |
| *upto 90% of the cover price | | copies |
| | | ----- |
| Total | | copies |
| | | ----- |

(*includes discount on cover price, value of gifts and other incentives to the subscriber plus trade commission / delivery charges to the trade permissible upto 90% of the cover price)

➤ **Details of copies sold to the trade at trade terms above 40/45% *
(as the case may be):**

| | | |
|-----------------|-------|--------|
| 40.1% * to 60% | | copies |
| 60.1% to 75% | | copies |
| 75.1% and above | | copies |
| | | ----- |
| Total | | copies |
| | | ----- |

(*40% in case of daily newspapers)
(*45% in other cases)

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Seal and signature of the Publisher Auditor

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Annexure 3

Calculation for Responsibility Statement:

Statement to be furnished for each centre individually at different cover prices prevailing at each centre.

| | | |
|---|---|--|
| Cover price of the publication | : | |
| Maximum trade discount offered to the trade (.....%) | : | |
| Net realisation (cover price – trade discount) | : | |
| GSM: | : | |
| Size of the page (sq. cms) | : | |
| Weight per page (gms) | : | |
| No. of pages per Kg | : | |
| | : | |
| Waste rate per kg. | : | |
| Waste rate per page | : | |
| Maximum pagination during the audit period | : | |
| Average pagination during the audit period | : | |
| Per issue waste price (waste rate per page x no. of pages): | | |
| At maximum pagination | : | |
| At average pagination | : | |

On basis of the above calculations, you are requested to list out the number of issues alongwith respective dates and page levels where the net realisation price was lower than its value in waste.

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Seal and signature of the Publisher Auditor

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Annexure 4

Name and addresses of the distribution / sale centers where the publication is normally distributed / sold to sub-agents / hawkers in the town / city where the publication is printed from (applicable in case of Newspapers):

| Sr. No. | Name and address of the distribution/sale centers (with landmark, if any) | Approx. (average) number of copies supplied |
|---------|---|---|
| | | |
| | | |
| | | |
| | | |

Seal and signature of the Publisher

