



# Audit Bureau of Circulations

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To ALL PUBLISHER MEMBERS & AUDITORS

### NOTIFICATION NO. 748

#### COMPILATION OF AREA BREAKDOWN STATEMENT (in case of new edition started during the audit period)

Under the Bureau's present procedure the Area Breakdown Statements are compiled according to the following procedure (Ref. Bureau's Notification No. 645 dated 22<sup>nd</sup> December, 1997).

- A publisher member is required to select an issue date which has circulation nearest to the average Net Paid Circulation for the relevant audit period so that the same reflects the normal pattern of distribution of a publication.
- Further, the details of State-wise, District-wise and Town-wise distribution selected on the above basis for the selected issue date is reduced or adjusted in proportion to the average circulation figures for the period so that the total distribution of the issue provided in the Area Breakdown Statement is equal to the average circulation as certified for the period.

The above procedure creates anomalies in distribution figures particularly in case of a multi-centre publication starting a new edition in between the audit period as copies shown for the new edition are normally reduced in order to match the average combined circulation figures. In many cases, such reduction or increase in distribution details do not reflect the factual position and in some cases provides misleading circulation figures.

The above anomaly was recently considered by the Council. To obviate such anomalies in future, it has been decided that in case of a new edition of a multi-centre publication started in between the audit period, edition-wise distribution details of a newly started edition during the relevant audit period will not be shown separately. The same will be reflected under the parent edition from which supply was earlier catered to.

For the subsequent audit periods, distribution details will however be shown separately. Similarly, on the ABC Certificate average circulation figures of newly started edition will be shown together only with the parent edition instead of separately.

The above procedure will be effective from 1<sup>st</sup> July 2005 relating to the audit period July-December 2005 and thereafter.

Sd/-

Secretary General