



Audit Bureau of Circulations

Founder Member: International Federation of Audit Bureaux of Circulations

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TO ALL MEMBERS

NOTIFICATION NO. 746

Following results of Bureau's Audits as examined and approved by the Bureau's Council of Management / Executive Committee are notified for information -

PART – I SURPRISE CHECKS – JANUARY- JUNE 2005

- 1) Rashtriya Sahara (Hindi Daily), New Delhi
- 2) Dainik Jagran (Hindi Daily), Kanpur
- 3) Dainik Jagran (Hindi Daily), Lucknow

Result satisfactory in each case.

- 4) The Sentinel, Guwahati

In view of Publisher's inability to facilitate verification of printing and produce relevant books and records for verification, Council decided to take the following action as done in similar cases:

- Publisher's Circulation figures for the period of Surprise Check i.e. January-June 2005 as and when submitted will be treated as "Not Accepted" and filed.

PART - II SURPRISE-RECHECK AUDITS – JULY- DECEMBER 2004

Surprise Recheck Audits in respect of the following publications, as decided by the Bureau's Executive Committee, were carried out prior to certification of circulation figures by

Bureau Auditors in each case. Figures as certified after Surprise Recheck Audits are detailed hereunder :

Sr No.	Name of the Publication	Publisher Auditor	Surprise Recheck Auditor	Circulation Figures submitted	Circulation Figures Certified after Surprise Recheck Audit		
					Difference		
				Average copies	Average copies	Copies	%
	Dailies						
	English						
1	The New Indian Express, *Chennai edn. & also printed at Bangalore, Madurai, Coimbatore, Tiruchirappali, Bangalore edn. & also printed at Hyderabad & Mangalore, Belgaum, Shimoga, Kochi, Trivandrum, Kozhikode edn. & also printed at Mangalore, Bhubaneswar edn. & also printed at Visakhapatnam	J. Sivakumar & Co., Chennai	Thakur, Vaidyanath Aiyar & Co., Chennai	2,35,751	2,35,751	0	-
2	The Times of India, Hyderabad	V. Sankar Aiyar & Co., Chennai	Ray & Ray, Bangalore	1,18,138	1,18,130	8	-0.0
3	The Times of India, Pune	Lodha & Co., Mumbai	Thakur, Vaidyanath Aiyar & Co., Mumbai	1,60,042	1,59,139	903	-0.6
	Hindi						
4	Amar Ujala, Dehradun	N C Dhadha & Co., Jaipur	Anil Chadha & Associates, New Delhi	99,191	96,036	3,155	-3.2
5	Dainik Jagran, *Dehradun edn. & also printed at Haldwani	Chandiok & Guliani, New Delhi	Thakur, Vaidyanath Aiyar & Co., New Delhi	1,08,042	1,08,006	36	-0.0
6	Sandhya Times	Das Pattnaik & Co., Bhubaneswar	Thakur, Vaidyanath Aiyar & Co., New Delhi	38,335	31,250	7,085	-18.5
	Marathi						
7	Dainik Lokmat, Greater Mumbai	M. Mehta & Co., Indore	Thakur, Vaidyanath Aiyar & Co., Mumbai	1,41,636	1,41,636	0	-
	Weeklies						
	English						
8	The New Sunday Express, *Chennai edn. & also printed at Bangalore, Madurai, Coimbatore, Tiruchirappali, Bangalore edn. & also printed at	J. Sivakumar & Co., Chennai	Thakur, Vaidyanath Aiyar & Co., Chennai	2,40,043	2,40,043	0	-

Hyderabad & Mangalore, Belgaum, Shimoga, Kochi, Trivandrum, Kozhikode edn. & also printed at Mangalore, Bhubaneswar edn. & also printed at Visakhapatnam							
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Sr No.	Name of the Publication	Publisher Auditor	Surprise Recheck Auditor	Circulation Figures submitted	Circulation Figures Certified after Surprise Recheck Audit		
					Difference		
				Average copies	Average copies	Copies	%
9	The Sunday Times of India, Pune	Lodha & Co., Mumbai	Thakur, Vaidyanath Aiyar & Co., Mumbai	1,44,744	1,44,717	27	-0.0
	Hindi						
10	Sandhya Times Dinman Samahit, New Delhi	Das Pattnaik & Co., Bhubaneswar	Thakur, Vaidyanath Aiyar & Co., New Delhi	54,676	47,564	7,112	-13.0
	Tamil						
11	Muththaram	J. Sivakumar & Co., Chennai	Thakur, Vaidyanath Aiyar & Co., Chennai	9,687	9,687	0	-
12	Vannathirai, Chennai	J. Sivakumar & Co., Chennai	Thakur, Vaidyanath Aiyar & Co., Chennai	29,248	29,248	0	-

PART – III SURPRISE-RECHECK AUDITS - JULY- DECEMBER 2004 (ON ADMISSION)

- ii) Following Publications were admitted to Bureau Membership w.e.f. 1st July 2004 after satisfactory Surprise Recheck Audit by Bureau's Auditors for the audit period - July-December 2004

Sr No.	Name of the Publication	Publisher Auditor	Surprise Recheck Auditor	Circulation Figures submitted	Circulation Figures Certified after Surprise Recheck Audit		
					Difference		
				Average copies	Average copies	Copies	%
1	Bhraman , Kolkata	Jayanta K . Paul & Co., Kolkata	Thakur, Vaidyanath Aiyar & Co., Kolkata	17,639	17,639	0	-
2	Karmakshetra, Kolkata	Jayanta K . Paul & Co., Kolkata	Thakur, Vaidyanath Aiyar & Co., Kolkata	91,117	91,117	0	-

PART – IV PROGRESS OF MEMBERSHIP

A) NEW ADMISSION**ADVERTISER AGENCY**

Akar Advertising Marketing Pvt. Ltd., Bangalore

w.e.f.1st April, 2005**B) CESSATION OF MEMBERSHIP**

(due to discontinuation of publication)

PUBLISHERS

Rani Syndicate

in respect
of"RANI COMICS" (Tamil Fortnightly),
Chennai(with effect from 1st May 2005)**C) TERMINATION UNDER ARTICLE 5-A OF BUREAU'S ARTICLES OF ASSOCIATION**

(For failure to obtain an ABC Certificate for three consecutive audit periods)

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|----|---------------------|------------------|---|
| 1) | Mr. Mridul Kant Ray | in respect
of | a) "THE ENERGY ERA" (English Daily),
Silchar |
| | | | b) "THE FRONTIER SUN" (English Weekly),
Guwahati |

PART IV**Clarification on treatment of gifts and delivery charges:**

Bureau vide its Notification No. 741 dated 2nd February, 2005 had detailed the guidelines for subscription copies and delivery charges on subscription copies which are considered for inclusion as Net Paid Sales. Bureau's Council, on a reference, has since clarified that:

- Gifts distributed to subscribers under a subscription scheme or an inducement scheme for newspapers, if, delivered through courier / postal authorities without involving the trade, the actual expenses as incurred on delivery of the gift shall be treated as a cost and will not form part of the total outgo of 90% .
- However, if a gift is delivered to the subscribers under any subscription/ inducement scheme which involves the trade, then the distribution expenses paid to the trade separately for the gift are to be included within the overall 90% limit set by the Bureau for subscription copies.
- **Delivery charges:**

- Actual cost of transporting publications from the printing location to the distribution centers as per contractual arrangements made by a publisher are not included in any limits set by the Bureau till date. Accordingly, the Bureau will continue not to include the actual and reasonable delivery charges as incurred by a publisher in transporting publications through any mode of transport from the printing location to the distribution center and the same would therefore not form part of the delivery charges as earlier notified vide Bureau's Notification No. 734 dated 30th July, 2004.

Sd/-
Secretary General