

**VIVEKANANDA COLLEGE  
THAKURPUKUR  
KOLKATA-700063**

**NAAC ACCREDITED GRADE – 'A'**



**Topic: Audit Bureau of Circulation**

**Course Title: Media Management**

**Paper: CC-8**

**Unit: 1&2**

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**Name of the Department: Journalism & Mass Communication**

## **Audit Bureau of Circulation**

Audit Bureau of Circulations (ABC) is one of the several organizations of the same name operating in different parts of the world. The ABC founded in 1948 is a not for profit, voluntary organization consisting of Publishers, Advertisers and Advertising Agencies. It has done pioneering work in developing audit procedures to verify the circulation data published by those newspapers and periodicals which have earned the right to display its emblem. ABC as it is called and understood by all is a founder member of the International Federation of Audit Bureau of Circulations.

The main function of ABC is to evolve, lay down a standard and uniform procedure by which a member publisher shall compute its net paid sales. The circulation figure so arrived at is checked and certified by a firm of Chartered Accountants which are approved by the Bureau. The Bureau issues ABC certificates every six months to those publishers whose circulation figures confirm to the rules and regulations as set out by the Bureau. From a modest beginning it has grown to remarkable proportions. ABC's membership today includes 411 Publishers of national and regional importance, 151 Advertising Agencies, 51 Advertisers & 20 New Agencies and Associations connected with print media and advertising. It covers most of the major towns in India. Facts and figures which are checked and certified by an independent body is a very important tool in the hands of the advertising business community. The details of ABC certified circulation figures are available online to all Members of the Bureau (<http://www.auditbureau.org>) at no extra cost. An Advertiser would like to know the facts and figures before investing his money in advertising. An Advertiser ought to know how many people buy a publication and in which area. The ABC gives all these vital facts every six months. The ABC figures are not the outcome of opinions, claims or guesswork, but they are the result of rigid, in-depth and impartial audits of paid circulations of member publications by independent and leading firms of Chartered Accountants working in accordance with the rules / procedures prescribed by the Bureau.

- Working of ABC

The Policy formation body of the Bureau is the Council of Management consisting of elected representatives from publishers (8), advertisers (4) and advertising agency (4) members of the Bureau. To assist the Council of Management an Executive Committee is appointed by the Council, to guide and oversee the day-to-day working of the Bureau. The Executive Committee consists of Publishers, Advertisers and Advertising Agency Members of the Council. The Council of Management and the Executive Committee meets regularly as often as required. The Chairman is elected annually by the Council of Management. The Bureau certifies audited NET PAID circulation figures of publications enrolled with it for a continuous and definite sixmonthly audit periods and supplies copies of the ABC Certificates issued for such publications to each

member. Free distribution and bulk sales are also shown on the certificates provided the relevant records are adequately maintained. Records are checked and rechecked at every level for authenticity. Facts and figures are scrutinized by impartial Auditors, and only then is the CERTIFICATE OF NET PAID CIRCULATION issued. The day to day working of the bureau is handled by its secretariat which is headed by the Secretary General.

- ABC and Publisher

ABC's primary objective is to arrive at and certify authentic circulation figures representing Net Paid Sales of member publications and disseminate the data for the use of space buyers. Together with the ABC Certificate, data on territorial distribution of copies in various states, major cities and small towns is included as an add-on. As ABC Certificates are regularly referred to for media selection, the publisher has a far better chance of being selected by space buyer members of ABC. By enjoying the confidence of space buyers, publishers are able to increase their Ad revenues and also improve their services. Publisher members must maintain essential books and records to facilitate a proper ABC audit and also appoint an independent firm of Chartered Accountants from amongst the approved panel of auditors named by ABC. Admission of publishers to ABC membership is subject to a satisfactory admission audit. ABC has a system of recheck audit and surprise check audits of publications to be carried out as and when ABC deems appropriate. ABC adds to the Publications' success by providing advertisers the information they need to evaluate print media. The Publishers fully participate in ABC's efforts to help them gain the credibility advertisers are looking for. Advertisers normally place their advertisements with publications that can substantiate their Circulation claims through authentic sources which is easy to understand. The Publisher should be a Member of Indian Newspaper Society (INS) and the Publications should be registered with Registrar of Newspapers for India (RNI).

- ABC & the Advertising Agency

ABC provides its member advertising agencies with up-to-date audited circulation data every six months relating to member publications in the country. This circulation data covers distribution of copies in various states, major cities and even smaller towns which are potential markets. The half yearly ABC Certificates are used for media planning. To get maximum value for their clients, the ABC Certificates enable advertising agencies to compare the circulation trends of various newspapers and periodicals. ABC provides reliable, accurate and audited circulation figures which normally forms a sound foundation for media recommendation. ABC has been the foundation for all print media buyers providing the advertising industry with an even playing field. Advertisers are assured through ABC that each Rupee spent is correctly invested in media that provides accurate circulation numbers while extending creditability to publisher's circulation claims.

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- ABC & the Organization

The ABC plays an important role together with DAVP, Press Registrar and Publicity Officers of the various State Governments and Public Sector undertakings to improve promote and project nationally accepted objectives through the medium of the press. The ABC with the active co-operation and expertise of its member publishers, advertisers and advertising agencies, can assist the Union and the State Governments in reaching their targets in rural and semi-urban areas effectively and fruitfully