



# AUDIT BUREAU OF CIRCULATIONS

Wakefield House, Sprott Road, Ballard Estate, Mumbai-400 001

## Certificate for Newspaper Publisher Members

For period **Jan-Jun 2014**

(All items on this form must be filled in. No variation is permissible.)

Certificate Number **1052**

### 1. Publication : **DAINIK BHASKAR**

Proprietor(s) **D B CORP LTD.**Address **4 / 54, PRESS COMPLEX,**RNI Reg. No. **1946/58**2. Established **1983**Language : **Hindi**3. Cover Price  
Single Copy : **2.00, 2.50, 3.00, 3.50, 4.00, 4.50 & 5.00**

Combo Copy :

4. Published from **Indore**  
Printed at **Indore**Frequency of issue : **Daily Average**5. Name and Address **Amit Ray & Co. - Allahabad**  
of Approved Auditor(s) **5-B, Sardar Patel Marg, Allahabad - 211001**6. Publisher's Remark : **In case of increase or decrease in circulation of +/- 10% either during the audit period or as compared to the previous audit period publishers to provide detailed reasoning for such increase or decrease.**

### 7. Total Monthly Qualifying Circulation

(Please give figures for January-June and/or July-December as may be applicable.)

January	7,177,221
February	6,682,077
March	7,151,509
April	7,106,191
May	7,273,572
June	7,021,289
<b>Total :</b>	<b>42,411,859</b>

### 8. NUMBER OF PUBLISHING DAYS during each month

(A publishing day is a day on which the publication is normally published whether as a regular issue or a special issue.

Special issues will be excluded only if they are IN ADDITION to the regular issues).

January	30
February	28
March	30
April	30
May	31
June	30
<b>Total :</b>	<b>179</b>

### 9. Average Monthly Qualifying Circulation

January	239,241
February	238,646
March	238,384
April	236,873
May	234,631
June	234,043

**AVERAGE FOR THE PERIOD**(Total of item No. 7 divided by total of item No. 8) **236,938**

## 10. CHANNELS OF DISTRIBUTION

### 10. (A) NON SUBSCRIPTION SALES

#### Single Copy Sales (other than institutional sales)

11	copies @ 0 %
23	copies @ 26 %
4	copies @ 27 %
20,090	copies @ 28 %
11,642	copies @ 29 %
3,194	copies @ 30 %
7,348	copies @ 31 %
958	copies @ 32 %
5,096	copies @ 33 %
9,024	copies @ 34 %
106,037	copies @ 35 %
2	copies @ 36 %
7	copies @ 37 %
10,624	copies @ 39 %
3,963	copies @ 40 %
19,788	copies @ 41 %
39,127	copies @ 42 %
<b>236,938</b>	<b>Total</b>

#### Single (Non Subscription) copies sold to the distribution trade above the NRR\*

1. 0 to 10% above the NRR	4,009
2. 10.1% to 20% above the NRR	6,208
3. More than 20.1% above the NRR	225,400
4. Below the NRR, however within the qualifying criteria	1,321
<b>Total</b>	<b>236,938</b>

\* Net Realisation Rate (NRR) is the term used for value of newspaper in waste per kg.

### 10. (B) COMBO SALES (OTHER THAN INSTITUTIONAL SALES)

#### Combo Sales (other than institutional sales)

NIL

#### Combo (Non Subscription) copies sold to the distribution trade above the NRR\*

1. 0 to 10% above the NRR	0
2. 10.1% to 20% above the NRR	0
3. More than 20.1% above the NRR	0
4. Below the NRR, however within the qualifying criteria	0
<b>Total</b>	<b>0</b>

\* Net Realisation Rate (NRR) is the term used for value of newspaper in waste per kg.

### 10. (C) SUBSCRIPTION SALES

#### [I] Single copy subscription offer(s)

0 Direct subscription copies @ Nil %

#### [II] Joint subscription offer(s)

0 Direct subscription copies @ Nil %

#### [III] Institutional Subscription (Upto 5% of qualifying circulation)

0 Direct subscription copies @ Nil %

#### Subscription categories

General	0
School	0
Institutional	0
Others	0
<b>Total :</b>	<b>0</b>

#### [I] Single copy subscription offer(s)

(attach copies of all subscription schemes included in the undermentioned table)

**[II] Joint Subscription offer(s)**

(attach copies of all subscription schemes included in the undermentioned table)

**[III] Institutional Subscription (Upto 5% of qualifying circulation)**

(attach copies of all subscription schemes included in the undermentioned table)

**10. (D) INSTITUTIONAL SALES**

Copies (included in qualifying sales) distributed to organisation not connected with newspaper distribution trade, upto 10% of qualifying circulation

**Institutional Sales**

Airlines	0
Body Corporates	0
Educational Institutions	0
Hotels	0
Libraries	0
Others (to specify)	
Miscellaneous	0
<b>Total</b>	<b>0</b>

**10. (E) Average rate in waste per kg. prevalent in the market place. (Rs.)****12**

(Rate per Kg)

**11. SUMMARY OF AVERAGE QUALIFYING SALES**

1) Single copy sales	236,938
2) Combo sale copies	0
3) Single copy Subscription	0
4) Joint Subscription copies	0
5) Institutional Subscription copies	0
6) Institutional Sale copies	0
<b>Total</b>	<b>236,938</b>

**12. BREAK UP OF QUALIFYING SALES (PART A)****(A) Non subscription copies (single) sold without any incentive to the reader at full cover price**

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**(B) Non Subscription copies (single) sold under any scheme to the readers (attach copies of each scheme)**

Gifts/ Incentives to readers upto 50% of the cover price	0
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**(C) Combo copy sales (Non subscription)**

<b>Total combo copies :</b>	<b>0</b>
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**(D) Subscription Copy Sales (Single, Joint & Institutional)**

At NIL inducement on the cover price	0
upto 50% inducement on the cover price	0
upto 90% inducement on the cover price	0
<b>Total</b>	<b>0</b>

**13. BREAK UP OF TOTAL QUALIFYING SALES BY COVERPRICE**

At various cover price Rs.	No. of Publishing days (relevant to cover price)	Total Copies	Copies per publishing Day (relevant to cover price)
2.00	113	8,812,950	77,991
2.50	101	7,374,393	73,014
3.00	26	1,993,646	76,679
3.50	79	10,004,088	126,634
4.00	74	9,925,042	134,122
4.50	15	948,436	63,229
5.00	26	3,353,304	128,973

#### 14. BREAKUP OF NON-QUALIFYING SALES (PART B)

##### Copies not qualifying for certification

##### A. Single copies sold to the distribution trade below the NRR\*

0 to 10% below the NRR	2
10.1 to 20% below the NRR	0
More than 20.1% below the NRR	0
<b>Total :</b>	<b>2</b>

##### B. Combo copies sold to the distribution trade below the NRR\*

0 to 10% below the NRR	0
10.1 to 20% below the NRR	0
More than 20.1% below the NRR	0
<b>Total :</b>	<b>0</b>

\* Net Realisation Rate (NRR) is the term used for value of newspaper in waste per kg.

##### C. Summary of non qualifying sales (Please provide reasons in each case)

Single copy sale	3,387
Combo sale copies	0
Single copy Subscription	0
Joint Subscription copies	0
Institutional Subscription copies	0
Institutional sale copies	0
Free and complementary copies	766
<b>Total :</b>	<b>4,153</b>

#### Calculation of Net Realisation Rate

Statement to be furnished for each printing centre individually for different pagination, cover price at cutoff point or at maximum trade discount and at maximum pagination level.

Cover Price	Trade Discount	Net Realisation	Pages /Issue	Cutoff page level	GSM	Page Size	Wt./Copy	Cutoff Wt.	Wt./pg	Waste rate /kg	Value in waste/pg	waste price /issue
2.00	0.84	1.16	Min: 18 Max: 28	25.24	45	1857	@Min.Pg.: 75.21 @Max.Pg.: 116.99	105.45	4.18	11.00	0.046	@Min.Pg.:0.83 @Max.Pg.:1.29 @Cutoff pg.:1.16
2.50	1.05	1.45	Min: 18 Max: 32	31.57	45	1857	@Min.Pg.: 75.17 @Max.Pg.: 133.63	131.82	4.18	11.00	0.046	@Min.Pg.: 0.83 @Max.Pg.: 1.47 @Cutoff pg.:1.45
3.00	1.26	1.74	Min: 18 Max: 26	37.88	45	1857	@Min.Pg.: 75.17 @Max.Pg.: 108.58	158.18	4.18	11.00	0.046	@Min.Pg.: 0.83 @Max.Pg.: 1.19 @Cutoff pg.:1.74
3.50	1.47	2.03	Min: 16 Max: 32	44.19	45	1857	@Min.Pg.: 66.85 @Max.Pg.: 133.70	184.55	4.18	11.00	0.046	@Min.Pg.: 0.74 @Max.Pg.: 1.47 @Cutoff pg.:2.03
4.00	1.68	2.32	Min: 18 Max: 38	50.48	45	1857	@Min.Pg.: 75.21 @Max.Pg.: 158.77	210.91	4.18	11.00	0.046	@Min.Pg.: 0.83 @Max.Pg.: 1.75 @Cutoff pg.:2.32
4.50	1.89	2.61	Min: 22 Max: 36	56.79	45	1857	@Min.Pg.: 91.92 @Max.Pg.: 150.42	237.27	4.18	11.00	0.046	@Min.Pg.: 1.01 @Max.Pg.: 1.65 @Cutoff pg.:2.61
5.00	2.10	2.90	Min: 22 Max: 44	63.10	45	1857	@Min.Pg.: 91.92 @Max.Pg.: 183.84	263.64	4.18	11.00	0.046	@Min.Pg.: 1.01 @Max.Pg.: 2.02 @Cutoff pg.:2.90

## **PUBLISHERS CERTIFICATE**

The above qualifying and non-qualifying sales shown in the audited Incoming Certificate have been compiled taking into account all ABC audit guidelines and notifications issued by the Bureau from time to time.

We also confirm that all readers and trade schemes in operation during the audit period for which copies have been included for certification have been fully disclosed to the auditors and copies of which are attached to the Incoming Certificate.

There were no other reader and trade schemes in operation during the audit period.

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Signature and stamp of the Publisher/ Authorised Signatory

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## **AUDITORS CERTIFICATE**

We have checked and audited the circulation figures as above as per the prescribed audit guidelines contained in the guide to ABC audit & notifications issued from time to time.

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Stamp & Signature of the Auditor