

Average Bulk Distribution



AUDIT BUREAU OF MEDIA CONSUMPTION SINGAPORE PTE. LTD.

AUDIT BUREAU OF MEDIA CONSUMPTION SINGAPORE PTE. LTD.

Co. Reg. No. 198401125D

111 Middle Road #02-01

National Design Centre

Singapore 188969

Tel: 6836 0600 Fax: 6836 0700

INTRODUCTION

The principal role of ABC is to furnish accurate reports of publication circulations. Publishers join ABC voluntarily and are assumed to share the interest of providing accurate circulation figures. ABC's auditor will assume publishers' books to be in order unless of course found to be otherwise.

This audit guide provides publishers and auditors with the rules and set procedures for obtaining the required information. ABC rules will be constantly reviewed and amended to keep pace with developments in the industry.

The ABC handbook should be read in conjunction with the Audit Notes.

SCOPE OF AUDIT

The scope of the audit covers both the statistical and financial aspects of the publication and aims at establishing average net circulation or verifiable net bulk distribution. The publisher should permit ABC auditors full and free access to their accounting records for the purpose of this audit.

The financial part of the audit is restricted to ascertaining supporting and checking the circulation figures.

The audit procedure as set out in the audit notes and instructions are designed to link auditable facts and figures. The auditor is required to report in precisely defined and unvarying terms in accordance with the ABC audit formula. This in turn represents the full basic extent of the quantitative value offered to the advertiser.



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MEDIA INFORMATION FORM

1. Title of Publication _____
2. Date first published _____
3. Frequency _____
4. Method of Distribution (give number and description of distribution points) _____

5. Target Audience (include geographical area covered) _____

6. Estimated Average Bulk Distribution per Issue _____ copies
7. Publishing Company _____
Address _____ Tel no _____
8. Address at which distribution records kept if different from 7 above _____
_____ Tel no _____
9. Name of executive who will deal with ABC matters _____
_____ Tel no _____
10. State six/twelve months period to be covered by first certificate (see note below)

Name in Blocks _____ Signature _____
Position _____ Date _____

Note: -

Periods MUST commence either 1st January or 1st July. No other periods are acceptable.



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NOTES AND INSTRUCTIONS TO FORM I

PUBLISHER'S RECORD OF PRINT AND DISTRIBUTION

**FORM I MUST BE KEPT ISSUE BY ISSUE ON A CURRENT ISSUE BASIS
AND BE AVAILABLE FOR INSPECTION BY ABC STAFF AT ANY TIME**

DOCUMENTATION REQUIRED TO SUPPORT ENTRIES IN FORM I

The following should be maintained in readily accessible form to assist either random inspection or audit at any time.

1. A copy of each issue of the publication
2. Printers Invoices or Own machine room records
3. Form 2 complete to date
4. Where appropriate, post office and/or carriers' statements and invoices and/or own transport records
5. Records of returned, undelivered and damaged copies
6. Records of copies not delivered in bulk: voucher copies, sold copies, single delivered copies, office and stock copies.

FORM I: RECORD KEEPING INSTRUCTIONS

1. **Date of Issue:** Enter date, day, month or other identifying designation appearing in cover.
2. **Net Press Run Received:** This should be the total number of copies delivered and charged for by the printer. If own print - the gross print less spoils.
3. **Office & Voucher Copies:** Include here supplies held for normal office requirements and voucher copies both to advertisers and Agencies.
4. **Gross Bulk Distribution:** Enter the number of copies, allocated to distribution points (including secondary or further distributions). Except where a permanent change in the points of distribution has been notified to ABC, delivery must be to the same addresses for every qualifying issue. Rotational/Intermittent distributions are specifically disallowed.
5. **Copies Disallowed, Returned Damaged or Not Delivered:** ABC net bulk distribution must consist only of bulk copies delivered to Distribution Points which meet the terms of the Publication's Registered Method of Delivery and Target Audience. Enter here the total number of copies disallowed and those copies returned from distribution points as surplus to requirements, short deliveries, damaged or vandalised copies.
6. **Net Bulk Distribution:** This figure is obtained by deducting Copies Disallowed etc. from Gross Bulk Distribution.
7. **All Other Copies:** Enter here any copies distributed but not qualifying as bulk copies. e.g. Sales and Subscriptions. Sold copies must be capable of being reconciled with the financial records.
8. **Number of Distribution Points:** This must agree with Form 2.
9. **Issue of Pagination:** Record the total number of pages per issue whether advertising or editorial.
10. **Advertising Content:** Add total number of pages (to the nearest 1/4 pages) of advertising, display or classified, paid or unpaid, and express this as a % of the issue pagination.

11. Remarks

NON PUBLICATION OR CURTAILMENT OF DELIVERY:

- (a) Where a planned issue is not published enter in the Remarks column 'NO ISSUE PUBLISHED'.
- (b) Where, due to circumstances outside the control of the publisher, distribution is curtailed by more than 10% (e.g. by strikes, machinery breakdowns, adverse weather conditions etc.) application may be made in writing to ABC for permission to exclude the affected issue from the averages.

Details of title, date of issue, normal distribution, actual distribution and reasons for curtailment must be included in the application.

If approved, ABC will issue an Official Exclusion Note for submission to the auditor. The Remarks column for the affected issue must be flagged 'ABC EXCLUSION NOTE HELD'.

This column should also be used to explain any apparent anomalies in the distribution pattern.

12. Publishers will be responsible for ensuring that all columns of Form I are correctly cast and the average assessed before submission to the Auditor.



AUDIT BUREAU OF MEDIA CONSUMPTION

FORM I

PUBLISHER'S RECORD OF PRINT AND DISTRIBUTION

Six/Twelve Month's Period from to 20.....
 (N.B. Periods are standard Jan to Jun, Jul to Dec or Jan to Dec)

Title.....

Week	Date of Issue	Net Press Run Received	Office and Voucher Copies	Gross Bulk Distribution	Copies Disallowed Returned or Damaged Not Delivered (See Form 2)	Net Bulk Distribution	All Other Copies	Number of Distribution Points	Issue Pagination	Advertising Content Percentage	Remarks
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											
16											
17											
18											
19											
20											
21											
22											
23											
24											
25											
26											
27											
TOTAL ISSUES											
											TOTALS
											AVERAGE PER ISSUE



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AUDIT REPORT AND RETURN OF AVERAGE BULK DISTRIBUTION

From _____ To _____

1. Title of Publication _____

2. Publishing Company _____

Address _____

_____ Tel no _____

3. Method of Distribution _____

4. Target Audience (including geographical spread) _____

5. CIRCULATION MANAGER'S REPORT TO **AUDIT BUREAU OF CIRCULATIONS**

I certify that the information recorded on this Return and the contents of FORM 1 and FORM 2 which accompany this Return are to the best of my knowledge and belief, true in all respects.

Signature _____ Date _____

Name in Blocks _____ Position _____

6. AUDITORS' REPORT

We have examined the books and records of _____

_____ (Publishing Company) and report that in our opinion and according to the information and explanations given to us, the average number of copies printed, the average net BULK distribution and the average number of distribution points per issue of

_____ (Publication)

during the period from _____ to _____ 20 _____

were as stated on page 2 of this Return and on the accompanying FORM 1 and FORM 2, and were arrived at in accordance with the notes and instructions (written and verbal) of ABC.

Signature _____

Name of Auditors _____ Date _____

AUDIT BUREAU OF MEDIA CONSUMPTION

Publication _____

Format Newspaper/Magazine _____ Type Page Size _____ mm deep x _____ mm wide

RETURN OF AVERAGE BULK DISTRIBUTION

Period from _____ to _____ 20____

Number of Issues in Period	} (Per Form 1)	<input type="text"/>
Average Net Bulk Distribution per issue		<input type="text"/>
Average Number of Distribution Points per issue		<input type="text"/>
Average Pagination per issue		<input type="text"/>
Average Advertising Content per issue		<input type="text"/>

ANALYSIS BY DISTRIBUTION POINTS OF ISSUE DATED _____

(This must be a typical issue within the reporting period and the details below must equate with those on Form 2)

PUBLISHERS' STATEMENT (for which ABC takes no responsibility)

THIS RETURN MUST BE ACCOMPANIED BY CLEAN COPIES OF FORM 1 AND FORM 2 COMPLETE AND ACCURATE IN ALL RESPECTS.



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CERTIFICATE OF BULK DISTRIBUTION

Title of Publication _____

Period _____ to _____

Publisher _____

Method of Distribution
Target Audience

Number of issues in period

Average BULK Distribution per issue

Average Distribution Points per issue

Average Pagation pages

Average Advertising Content

Format _____ Type Page Size _____ mm x _____ mm

Bulk distribution per issue

N.B. THIS CERTIFICATE COVERS DISTRIBUTION IN BULK ONLY TO DISTRIBUTION POINTS NOT TO SEPARATE HOUSEHOLD OR BUSINESS ADDRESSES.

Authorised for issue

Date _____

Audit Bureau of Circulations

