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### What Is ABC

Audit Bureau of Circulations (ABC) is one of the several organisations of the same name operating in different parts of world.

The ABC founded in 1948 is a not for profit, voluntary organisation 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 Bureaux 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, indepth 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.