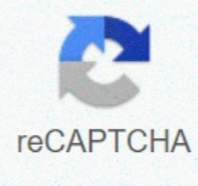




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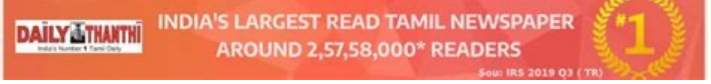
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No. 1947/026033/08 Postal Address P.O. Box 52352 Saxonwold 2132 South Africa Phone +27(0) 11 447 4290 Email abc@abc.org.za Management Rickey Gounder Email: rickeyg@abc.org.za Auditing Department Eben Scheepers Email: ebens@abc.org.za Lindani Mthembu Email: audit@abc.org.za Administration Department Bellah Kgaratsi Email: bellahk@abc.org.za An Audit Bureau of Circulations is a private organization that provides industry-agreed standards for media brand measurement of print publications and other media outlets in a given country.

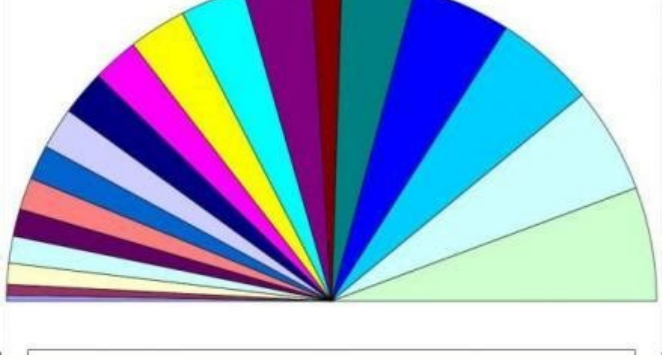


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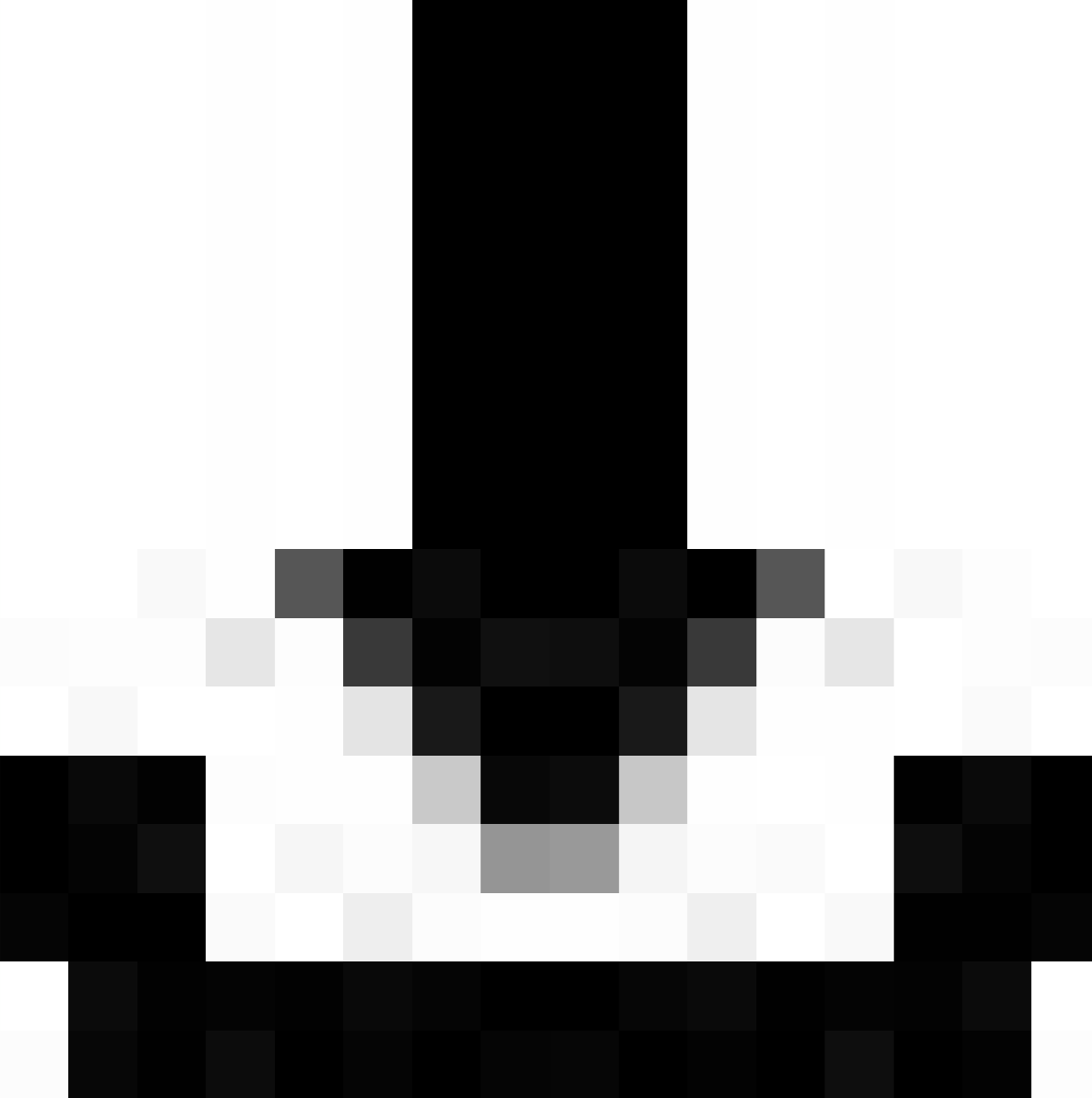
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Bureau also has a separate panel of Bureau auditors to undertake surprise checks and surprise recheck audits as deemed essential by the Bureau. All members of the Bureau receive online thru Bureau's website " " certified circulation data of member publications along with the distribution statements duly mentioning the state, district, town in which member publications are distributed. The average qualifying sales of those member publications who comply with the prescribed audit guidelines are certified by the Bureau. The certified circulation data is primarily used for media planning purpose by various media agencies, print media advertisers and government publicity departments. The day-to-day activities of the Bureau are carried out by the Secretariat as per the directions of the Bureau's Council of Management.



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