

SOURCES OF MEDIA INFORMATION

The term media refers to the groups that communicate and information to public. It used by the public as sources of proof and evidence. Information is supposed to be trustworthy if it can be confirmed and calculated or it refers to the credibility of the cause in assessing the consistency of information. It is an important for media planners to know the various sources of media information. It is an available in both internal media itself and external with source like, books, publication, census report and others. Some of the source of media information includes the following.

1. Population census

Population census is conducted every ten years like in India last census report was published in 2011 and next will come in 2021. It is most likely the broadest data of information of Indian population. It may include overall population, age, sex ratio, family size, literacy level, income and many more things covered in this census report. Moreover, it covered the information of religion, caste, beliefs and others.

2. Economic survey

The economic survey of India, the document that is carried out a day gaining of the general budget, is the leading annual report of the Finance Ministry. It is a detailed survey report of the country's economic performance of past one year. It may also be called as an assessment of the progress of the economy over the twelve (12) month of period.

3. India Year Book (IYB)

The India Year Book is issued by the publication division, which is a media unit of the Ministry of Information and Broadcasting, Government of India. It is an annual book that has Ministry wise or department wise chapters. It covers general understanding of the statistics on several parts of progress, demographics, governance and others.

4. India News and Feature Alliance (INFA)

It is the only publication of its kind on advertising, media planning, press; sales, promotion and publicity. The year book is informative, exhaustive, concise and a vital tool for those who are engaged in advertising and selling. This ready reckoner, popularly known as "The Red Book", brings to you all the relevant information about:

- Publications in India - Local, Regional, and National - their circulation, editions, contact information:
- Current applicable Advertising Rates in both print and visual media, and their cost analysis
- Census figures
- ABC figures
- Accredited and leading Journalists

This comprehensive handbook is a trusted name for key decision makers in large and small organizations and is a key to the secrets of successful medial planning. It contains useful data for Media Planners, Corporate Communication Managers and PR consultants, eliminating the need for referring to numerous publications.

5. Audit Bureau of Circulations (ABC)

Audit Bureau of Circulations (ABC) is one of the several organizations of the same name operating in different parts of world. ABC founded in 1948 is a not-for-profit, voluntary organization consisting of publishers, advertisers and advertising agencies as members. It does pioneering work in developing audit procedures to certify the circulation figures of publications which are members of ABC.

ABC as it is called and understood by all is a founder member of the International Federation of Audit Bureaux of Certification. The main function of ABC is to evolve, lay down a standard and uniform audit procedure by which a member publisher shall compute its Qualifying copies. The circulation figure so arrived at is checked and verified by a firm of chartered accountants which are empanelled by the Bureau. The Bureau issues ABC certificates every six

months to those publisher members whose circulation figures confirm to the rules and regulations as set out by the Bureau.

Circulation figures that are checked and certified by an independent body are an important tool and critical to the advertising business community.

ABC's membership today includes 562 Dailies, 107 Weeklies and 50 magazines plus 125 Advertising Agencies, 45 Advertisers & 22 New Agencies and Associations connected with print media and advertising. It covers most of the major towns in India.

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 statistics 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 circulation of member publications by independent firms of Chartered Accountants working in accordance with the rules/procedures prescribed by the Bureau.