

Glossary

The 2003 report	<i>Newsquest (London) Limited and Independent News & Media PLC: a report on the proposed transfers</i> , Cm 5651, Competition Commission, 21 October 2003.
ABC	Audit Bureau of Circulation Ltd. ABC publishes certified circulation data for paid-for newspapers , and VFD publishes distribution data for free newspapers .
The Act	Enterprise Act 2002.
Advertising-only publication	A publication consisting wholly or mainly of advertising and having either no editorial content or a very limited amount (under 10 per cent), often relating solely to the subject matter of the advertisements.
Archant	Archant Limited.
Associated Newspapers	Associated Newspapers Limited—part of DMGT , and publishers of the <i>Evening Standard</i> and <i>Metro</i> .
CC	Competition Commission.
Circulation	The average number of copies of a paid-for newspaper sold per issue.
Classified advertising	Newspaper advertisements grouped by subject and published in a continuous section of a newspaper , often towards the back or in a supplement.
Clustering	Clustering or cluster publishing refers to the tendency for publishers to focus on particular geographical areas when either launching new titles or acquiring titles from other publishers , rather than spreading their operations more widely.
Core area	A term sometimes used by the industry to mean a geographic area in which 30 per cent or more of the copies of a newspaper are distributed or circulated, usually by reference to areas delineated by JICREG .
Cover price	A newspaper's retail selling price for individual copies of a particular title , as usually printed on its front page.
Display advertising	Newspaper advertisements designed to attract attention by illustrations, graphics and large type and contained within the editorial section of the newspaper (sometimes referred to as 'run-of-paper' or ROP).
Distribution	The number of copies of a free newspaper distributed within a defined geographic area, as certified by VFD (which is operated by ABC).
DMGT	The Daily Mail & General Trust PLC: a publisher of both national and regional/local newspapers , and the owner of Associated Newspapers , Northcliffe and Aberdeen Journals.
DTI	The Department of Trade and Industry.

Free newspaper	A newspaper distributed free by the publisher , either direct to households or from pick-up bins known as dispensers.
FTA	Fair Trading Act 1973.
INM	Independent News and Media Limited, a subsidiary of Independent News & Media plc.
JICREG	The Joint Industry Committee for Regional Press Research, which produces data on local newspaper circulation and distribution .
Johnston Press	Johnston Press plc.
KOS	Kent on Sunday.
Local newspaper	Similar to a regional newspaper but aimed at readers in a far smaller geographical area, usually one town or a number of closely grouped towns, and the surrounding rural area, or sometimes a district within a large urban centre.
National newspaper	A daily or Sunday newspaper addressed to readers throughout the UK, concentrating on national and international news and advertising.
Newspaper	Any publication in written form on newsprint or a similar medium, loosely bound, published at regular intervals not exceeding seven days, and available either locally, regionally or nationally. It contains news and information of a general nature, updated regularly, rather than being devoted to a specific interest or topic. As indicated in the DTI Code of Practice on newspaper mergers, publications which are devoted entirely to advertising are not considered to be newspapers.
Newsquest	Newsquest (London) Limited, a subsidiary of Newsquest plc, owned by Gannett Co Inc.
Northcliffe	Northcliffe Newspapers Group Limited—part of DMGT .
OFT	Office of Fair Trading.
Paid-for newspaper	A newspaper with a cover price .
Penetration rate	The percentage of households in a given area receiving a particular newspaper .
Rate card	A newspaper's published standard advertising rates.
Readership	In relation to any particular newspaper , the researched or estimated number of adults who read an average issue.
Regional newspaper	A daily or Sunday newspaper aimed at readers in a far wider geographical area than local titles, but still substantially less than the UK as a whole.
SLC	Substantial lessening of competition.
Title	A newspaper .

Trinity Mirror	Trinity Mirror PLC.
VFD	Verified free distribution, an accepted industry standard operated by ABC for certifying the validity of net free distribution data for newspapers made available within a defined geographic area.
Yield	Commonly used measure of realized advertising revenue, generally quoted in £ per single column centimetre (£/scc).