

### **Pricing in Glasgow and Edinburgh**

1. This note contains tables that provide information that can be used to assess the relative prices of the major CDAS providers operating in Edinburgh and Glasgow, 2004/05. There are a number of factors that should be taken into consideration when comparing prices between providers, including differences in the coverage, scope, targeting, usage, size and colour of publications.

**TABLE 1 Edinburgh directories: quarter-column, half-page and full-page colour\* advertisements**

Provider	BT†	BT	BT	The One‡	The One	The One	Thomson§	Thomson	Thomson	Yell¶	Yell	Yell
Directory	Edinburgh & Lothians	Edinburgh & Lothians	Edinburgh & Lothians	Edinburgh	Edinburgh	Edinburgh	Edinburgh	Edinburgh	Edinburgh	Edinburgh	Edinburgh	Edinburgh
Advertisement type	FP	HP	QC	FP	HP	QC	FP	HP	QC	FP	HP	QC
Sum of revenue (£)	[excised]											
Sum of advertisements												
Average revenue per advertisement (£)												
Columns												
GMC ('000)												
Average revenue/GMC (£'000)												
Average revenue/columns (£)												

Source: Parties; CC calculations.

\*The One is a colour directory. Data presented for other directory providers are for colour advertisements. Where a directory provider offers various colour options, all colour advertisements (ie any advertisement including colour) are included.

†Source: BT.

‡Source: Trinity Mirror.

§Source: Thomson.

¶Source: Yell.

**TABLE 2 Glasgow directories, full-page colour advertisements**

Provider	BT	BT	The One	Thomson	Thomson	Thomson	Thomson	Yell	Yell
Directory	Glasgow North	Glasgow South	Glasgow	Glasgow East & Cumbernauld	Glasgow Northside & Bearsden	Glasgow Southside & Newton Mearns	Glasgow West & Renfrewshire	Glasgow North	Glasgow South
Advertisement type	FP	FP	FP	FP	FP	FP	FP	FP	FP
Sum of revenue (£)	[excised]								
Sum of advertisements									
Average revenue per advertisement (£)									
Columns									
GMC ('000)									
Average revenue/GMC (£'000)									
Average revenue/columns (£)									

Source: Parties; CC calculations.

**TABLE 3 Glasgow directories, half-page colour advertisements**

Provider	BT	BT	The One	Thomson	Thomson	Thomson	Thomson	Yell	Yell
Directory	Glasgow North	Glasgow South	Glasgow	Glasgow East & Cumbernauld	Glasgow Northside & Bearsden	Glasgow Southside & Newton Mearns	Glasgow West & Renfrewshire	Glasgow North	Glasgow South
Advertisement type	HP	HP	HP	HP	HP	HP	HP	HP	HP
Sum of revenue (£)	[excised]								
Sum of advertisements									
Average revenue per advertisement (£)									
Columns									
GMC ('000)									
Average revenue/GMC (£'000)									
Average revenue/columns (£)									

Source: Parties; CC calculations.

**TABLE 4 Glasgow directories, quarter-column colour advertisements**

Provider	BT	BT	The One	Thomson	Thomson	Thomson	Thomson	Yell	Yell
Directory	Glasgow North	Glasgow South	Glasgow	Glasgow East & Cumbernauld	Glasgow Northside & Bearsden	Glasgow Southside & Newton Mearns	Glasgow West & Renfrewshire	Glasgow North	Glasgow South
Advertisement type	QC	QC	QC	QC	QC	QC	QC	QC	QC
Sum of revenue	[excised]								
Sum of advertisements									
Average revenue per advertisement (£)									
Columns									
GMC ('000)									
Average revenue/GMC (£'000)									
Average revenue/columns									

Source: Parties; CC calculations.