

Glossary

ABC	Audit Bureau of Circulations Ltd. ABC publishes certified circulation data for paid-for newspapers.
Associated Newspapers	Associated Newspapers Ltd, publisher of the London <i>Evening Standard</i> .
Bristol United	Bristol United Press plc.
Broadsheet	A large format newspaper, a term used to refer to such titles as <i>The Daily Telegraph</i> , <i>The Times</i> , etc.
Circulation (see also Distribution)	The number of copies of a paid-for newspaper purchased by readers.
Classified advertising	Newspaper advertisements grouped by subject, predominantly in small type and published in a continuous section of a newspaper.
Cover price	A newspaper's price invariably printed on the front cover page.
Cross-title advertising package	Advertising package offering a reduced rate for identical advertising in two or more separate titles.
Desk-top publishing	The use of a desktop computer to design and produce material for publication.
Direct delivery	The delivery of a newspaper direct from publisher to reader without recourse to any retailing outlet.
Display advertising	The general run of newspaper advertising designed to attract attention by illustrations, graphics and large type.
Distribution (see also Circulation)	The number of copies of a free newspaper delivered to households.
DMGT	The Daily Mail & General Trust plc, owner of Northcliffe and Associated Newspapers .
Free newspaper	A newspaper distributed free to households by the publisher.
High margin publisher	A publisher with a high operating profit as a percentage of sales.
Home delivery	The daily delivery, by regular order, of newspapers to individual households.
ISBA	The Incorporated Society of British Advertisers.
JICREG	The Joint Industry Committee for Regional Press Research.
Joint sales canvassing	The use of a common sales force to promote the purchase of more than one newspaper, either in terms of copy sales or advertising sales.
Local newspaper	Similar to a regional newspaper but aimed at readers in an even smaller geographical area, usually one town or a number of closely grouped towns, and the surrounding rural area. Local newspapers, including free newspapers, may be published daily, weekly or monthly.

MIN	Midland Independent Newspapers plc.
Mirror Group	Mirror Group plc.
Mixed (multi) media company	A diversified company with interests in a range of different media eg national newspapers, regional newspapers, magazines, television, radio.
MNA	The Midland News Association Ltd (Express & Star Limited).
National newspaper	A daily or Sunday newspaper addressed to readers throughout the UK concentrating on national and international news and advertising.
Newsagent's margin	The percentage of the cover price of a newspaper or magazine retained by the retailer.
Newsprint	The paper on which newspapers are printed.
Newsquest	Newsquest Media Group Ltd.
Newsquest/Westminster	MMC report: <i>Newsquest Media Group Limited and Westminster Press Limited</i> , The Stationery Office, Cm 3485, November 1996.
Northcliffe	Northcliffe Newspapers Group Limited.
NUJ	National Union of Journalists.
On-screen multi-skilling techniques	Flexible, computer-based applications to enable journalists to undertake the full range of text and graphic preparation for printing.
Paid-for newspaper	A newspaper with a cover price paid by the reader.
Penetration	The percentage of households in a given area receiving a particular newspaper.
Project Groundbreaker	An operational plan being introduced by MIN into its editorial departments to improve effectiveness through increased flexibility.
Rate card	A newspaper's published standard advertising rates.
Regional newspaper	A daily or Sunday newspaper addressed to readers in a particular geographical area normally similar to a central government region or local authority area.
Regionalized edition	An edition of a newspaper circulated in a particular area with certain features and advertising specific to that area.
Retail newsagent	A retailer selling newspapers, usually a CTN (confectioner/tobacconist/newsagent).
SCC	Single column centimetre. The usual way of expressing the cost of advertising space in a newspaper's rate card.
SEG	Socio-economic group.
Title	A named newspaper (or other publication), eg <i>The Mirror</i> , <i>The Guardian</i> , etc.
Trinity	Trinity International Holdings plc.

Trinity/Thomson	MMC report: <i>Trinity International Holdings plc and Thomson Regional Newspapers Limited</i> , HMSO, Cm 3033, November 1995.
UPN	United Provincial Newspapers Ltd, the regional newspaper publishing subsidiary of United News & Media plc.
VFD	Verified Free Distribution, an accepted industry standard for certifying the validity of net free distribution data for newspapers that are hand delivered to separate households within a defined geographic area.