

Glossary

ABC	Audit Bureau of Circulations Ltd. ABC publishes certified circulation data for paid-for newspapers.
'Advertiser'/advertising product	Publication which relies in the main on advertising content and has limited or no editorial coverage. Also known as a 'Shopper'.
BNL	Bedfordshire Newspapers Limited.
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.
Cross-title advertising package	Advertising package offering a reduced rate for identical advertising in two or more separate titles.
Display advertising	General 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.
ECNG	Eastern Counties Newspapers Group Limited.
Free newspaper	A newspaper distributed free to households.
HCN	Home Counties Newspapers Holdings plc.
HHE	Hampstead & Highgate Express Printing and Publishing Company Limited.
HNL	Herald Newspapers Limited.
Independent Newspapers	Independent Newspapers (UK) Ltd.
JICREG	The Joint Industry Committee for Regional Press Research.
Johnston	Johnston Press plc.
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.
LSN	Local Sunday Newspapers Ltd.
Mirror Group	Mirror Group plc.
MIU	The Newspaper Society's Market Intelligence Unit.
National newspaper	A daily or Sunday newspaper addressed to readers throughout the UK concentrating primarily 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.
Newsquest	Newsquest Media Group Ltd.
Northcliffe	Northcliffe Newspapers Group Limited.
NRS	National Readership Survey.
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.
PNL	Premier Newspapers Limited.
Rate card	A newspaper's published standard advertising rates.
Regional newspaper	A daily or Sunday newspaper addressed to readers in a particular geographical area often similar to a central government region or local authority area.
Review Free Papers	Review Free Newspapers Limited.
SCC	Single column centimetre. The usual way of expressing the cost of advertising space in a newspaper's rate card.
SCL	Southern Converters Limited.
SEG	Socio-economic group.
'Shopper'/shopper-type product	Publication which relies in the main on advertising content and has limited or no editorial coverage. Also known as an 'Advertiser'.
Slip edition	A distinct and separate edition of the main title involving a change in the 'masthead' (ie caption indicating the title/name and area covered) and/or some alterations to content. Sometimes known as a changed page edition.
Southnews	Southnews PLC.
Title	A named newspaper (or other publication).
The overlap areas	The localities where the newspapers of both Johnston and HCN are sold or distributed.
Thomson	Thomson Regional Newspapers Limited.
Trinity	Trinity International Holdings 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.
Yattendon	Yattendon Holdings PLC.