

Glossary

ABC	Audit Bureau of Circulations Ltd. ABC publishes certified circulation data for paid-for newspapers .
Advertising-only publication	A publication consisting wholly or mainly of advertising and having either no editorial content or very limited editorial content relating solely to the subject matter of the advertisements.
Associated Newspapers	Associated Newspapers Ltd, publisher of the London <i>Evening Standard</i> .
Bailey	Bailey Newspaper Group Limited.
Broadsheet	A large format newspaper (a term used to refer to such titles as <i>The Daily Telegraph</i> , <i>The Times</i> , etc).
Bulk distribution	The number of copies of a free newspaper distributed to locations where they can be picked up by their target readers.
CWC	Cable & Wireless Communications plc.
Circulation	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.
Core area	The area in which the bulk of the copies of a newspaper are distributed or circulated and in which the interests of the local inhabitants may be expected to influence editorial policy, advertising rates and, in the case of paid-for titles, cover prices.
Cover price	A newspaper's retail selling price for individual copies invariably printed on its front page.
Display advertising	The general run of newspaper advertising designed to attract attention by illustrations, graphics and large type.
Distribution	The number of copies of a free newspaper delivered to households.
DMGT	The Daily Mail & General Trust plc, owner of Northcliffe and Associated Newspapers .
Electronic-media services	The name given to information received electronically, for example on the Internet.
EMAP	EMAP plc.
Free newspaper	A newspaper distributed free by the publisher usually to households.
Friday-Ad	Friday-Ad Ltd, an advertising-only publication .
HCG	Hampshire Chronicle Group.
JICREG	The Joint Industry Committee for Regional Press Research.
Johnston	Johnston Press plc.
KKR	Kohlberg Kravis Roberts & Co.

Lineage advertisements	Advertisements presented in typescript form as opposed to display advertising , typically used for small advertisements.
Local advertising	Advertising placed at the individual newspaper publishing centres. It can include advertising placed by regional advertisers who are not likely to use the national advertising agencies that place national advertising . It can also include some local advertising by national advertisers who give local managers some discretion to place advertisements directly in local newspapers.
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 advertising	Advertising placed centrally by national advertising agencies on behalf of large clients as distinct from local advertising . In practice, much national advertising is local in character.
National newspaper	A daily or Sunday newspaper addressed to readers throughout the UK concentrating on national and international news and advertising.
Newscom	News Communications and Media plc.
Newsprint	The paper on which newspapers are printed.
Newsquest	Newsquest plc and Newsquest (Investments) Ltd, a subsidiary of Newsquest plc.
NFRN	National Federation of Retail Newsagents.
NMS	Newsquest Media Sales.
Northcliffe	Northcliffe Newspapers Group Limited.
NP	Northeast Press Ltd.
NRS	National Readership Survey.
NUJ	National Union of Journalists.
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.
PCC	Press Complaints Commission.
PER	Price earnings ratio.
PPP	Portsmouth Publishing & Printing Ltd.
PSN	Portsmouth & Sunderland Newspapers plc.

Publisher	Publisher includes all publishers under common ownership.
RRN	Reed Regional Newspapers Ltd.
Rate card	A newspaper's published standard advertising rates.
Readership	The estimated number of people who read a newspaper. Usually determined by multiplying the newspaper's average circulation/distribution by JICREG 's estimate (from survey evidence) of how many people on average claim to have read a copy of it.
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.
Retail newsagent	A retailer selling newspapers, usually a 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.
SLGL	Strike Lucky Games Ltd.
Southnews	Southnews PLC.
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.
The Act	The Fair Trading Act 1973.
Trinity	Trinity International Holdings plc.
Westminster Press	Westminster Press Limited.
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.