

Glossary

ABC	Audit Bureau of Circulations Ltd. ABC publishes certified circulation data for paid-for newspapers .
Act	Fair Trading Act 1973.
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.
AM	Member of the National Assembly for Wales.
Associated Newspapers	Associated Newspapers Ltd, publisher of the <i>Daily Mail</i> , <i>Mail on Sunday</i> and 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).
BUP	Bristol United Press 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, 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 Associated Newspapers , BUP and Northcliffe .
EMAP	EMAP plc.
ERA	Employment Relations Act 1999.
Free newspaper	A newspaper distributed free by the publisher , usually to households.
Gannett	Gannett Co Inc.
GPMU	Graphical, Paper and Media Union.
Guardian Media Group	Guardian Media Group plc.
IPA	Institute of Practitioners in Advertising.
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.
MIN	Midland Independent Newspapers, acquired by Mirror Group in November 1997.
Mirror Group	Mirror Group plc. Acquired by Trinity in September 1999.
MNA	Midland News Association Ltd.
NAPA	National Association of Press Agencies Ltd.
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. 'Transfer to Newsquest' means the proposed transfer to Newsquest (Investments) Ltd, a subsidiary of Newsquest.
Northcliffe	Northcliffe Newspapers Group Limited, a publisher of regional and local newspapers.
NUJ	National Union of Journalists.
Paid-for newspaper	A newspaper with a cover price .
Penetration rate	The percentage of households in a given area receiving a particular newspaper.
PCC	Press Complaints Commission.
PSN	Portsmouth & Sunderland Newspapers plc.
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. Average issue readership is calculated by multiplying a newspaper's average circulation/distribution by the average readers per copy derived from research or using three models.
Regional newspaper	A daily or Sunday newspaper aimed at readers in a particular geographical area covering several distinct localities and local authority areas.
RIM	Regional Independent Media Holdings Limited.
Southnews	Southnews PLC.
Tindle	Tindle Newspapers Ltd.

Trinity	Trinity PLC, merged with Mirror Group in September 1999 to form Trinity Mirror .
Trinity Mirror	Trinity Mirror 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.
Westminster	Westminster Press Limited.