

Glossary

ABC	Audit Bureau of Circulations Ltd: ABC publishes certified circulation data for paid-for newspapers , and VFD distribution data for free newspapers .
Advertising-only publication	A publication consisting wholly or mainly of advertising and having either no editorial content or a very limited amount (under 10 per cent), often relating solely to the subject matter of the advertisements. See also shopper .
Archant Ltd	The name by which Eastern Counties has been known since 4 March 2002.
Associated Newspapers	Associated Newspapers Ltd: a wholly-owned subsidiary of DMGT and the publisher of the <i>Daily Mail</i> , <i>Mail on Sunday</i> , <i>London Evening Standard</i> and the <i>Metro</i> series.
BUP	Bristol United Press plc: a publisher of regional/local newspapers , and now a wholly-owned subsidiary of DMGT .
BMD	Births, marriages and deaths: a category of personal classified advertising.
Buying point	The Newspaper Society definition is ‘an individual or group of titles which represent the lowest point at which an audited circulation certificate is available and national run-of-paper advertising can be bought. For unaudited newspapers, a buying point is the lowest level at which national run-of-paper advertising can be bought.’
CC	Competition Commission.
Circulation	The average number of copies of a paid-for newspaper sold per issue.
Classified advertising	Newspaper advertisements grouped by subject, usually in small type, and published in a continuous section of a newspaper , often towards the back or in a supplement.
Clustering	Clustering or cluster publishing refers to the tendency for publishers to focus on particular geographical areas when either launching new titles or acquiring titles from other publishers , rather than spreading their operations more widely.
Core area	A term used by the industry to mean a geographic area in which 30 per cent or more of the copies of a newspaper are distributed or circulated, usually by reference to areas delineated by JICREG .
Cover price	A newspaper ’s retail selling price for individual copies of a particular title , as usually printed on its front page.
Display advertising	Newspaper advertisements designed to attract attention by illustrations, graphics and large type and contained within the editorial section of the newspaper (sometimes referred to as ‘run-of-paper’).
Distribution	The number of copies of a free newspaper distributed within a defined geographic area, as certified by VFD (which is operated by ABC).
DMGT	The Daily Mail & General Trust PLC: a publisher of both national and regional/local newspapers , and the owner of Associated Newspapers and Northcliffe .

Eastern Counties	Eastern Counties Newspapers Group Limited: a publisher of regional/local newspapers . On 4 March 2002, the company was renamed as Archant Limited .
EMAP	EMAP plc: a former publisher of regional/local newspapers , which sold its newspaper business to Johnston in 1996.
Free newspaper	A newspaper distributed free by the publisher , usually direct to households.
FTA	Fair Trading Act 1973.
Gannett	Gannett UK Limited, the principal UK subsidiary of Gannett Co Inc: a US-based company. Gannett is a publisher of regional and local newspapers which owns Newsquest in the UK.
GPMU	Graphical, Paper and Media Union.
GMG	Guardian Media Group PLC: a publisher of both national and regional/local newspapers .
HCN	Home Counties Newspapers Holdings plc, a publisher of regional and local newspapers that was acquired by Eastern Counties in 1998.
IPA	Institute of Practitioners in Advertising.
IU	The Newspaper Society 's Intelligence Unit.
JICREG	The Joint Industry Committee for Regional Press Research.
Johnston	Johnston Press plc: a main party to this inquiry and a publisher of regional/local newspapers .
Local newspaper	Similar to a regional newspaper but aimed at readers in a far smaller geographical area, usually one town or a number of closely grouped towns, and the surrounding rural area, or sometimes a district within a large urban centre.
MIN	Midland Independent Newspapers plc: a publisher of regional/local newspapers that was acquired by Mirror Group in November 1997.
Mirror Group	Mirror Group plc: a publisher of national and regional/local newspapers that was acquired by Trinity in September 1999.
MMC	Monopolies and Mergers Commission, the forerunner of the CC.
MNA	Midland News Association Ltd: a publisher of regional and local newspapers .
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: a publisher of regional/local newspapers , now owned by Gannett and absorbed within Newsquest .
Newspaper	Any publication in written form on newsprint or a similar medium, loosely bound, published at regular intervals not exceeding seven days, and available either locally, regionally or nationally. It contains news and information of a general nature, updated regularly, rather than being devoted to a specific interest or topic. As indicated in the DTI Code of Practice on newspaper mergers, publications which are devoted entirely to advertising are not considered to be newspapers. See also shopper .

Newspaper Society	The industry association of the regional and local press in the UK.
Newsprint	The paper on which newspapers are printed.
Newsquest	Newsquest plc: a publisher of regional/local newspapers , now owned by Gannett .
Northcliffe	Northcliffe Newspapers Group Limited: a publisher of regional and local newspapers , wholly owned by DMGT .
NRS	National Readership Survey.
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: a publisher of regional/local newspapers , now owned by Johnston .
Publisher	Includes all publishers under common ownership.
Rate card	A newspaper 's published standard advertising rates.
Readership	In relation to any particular newspaper , the researched or estimated number of adults who read an average issue.
Regional newspaper	A daily or Sunday newspaper aimed at readers in a far wider geographical area than local titles, but still substantially less than the UK as a whole.
RIM	Regional Independent Media Holdings Limited: a publisher of regional/local newspapers .
RIM report	The CC report entitled <i>Regional Independent Media Limited and Gannett UK Limited/Johnston Press plc/Guardian Media Group plc</i> (The Stationery Office, Cm 4887, November 2000).
SCC	Single column centimetre.
Shopper (or advertiser)	A free publication, aimed at a particular locality, which is wholly or mainly devoted to advertising, and in which any editorial content is related to the advertising carried. In some cases, these may be delivered direct to households. In others, they may be available for collection from containers located at supermarkets, shopping centres and filling stations. Some are distributed by a combination of the two methods.
Southnews	Southnews PLC: a publisher of regional/local newspapers , now owned by Trinity Mirror .
Tindle	Tindle Newspapers Ltd: a publisher of regional/local newspapers .
Title	A newspaper .
Trinity	Trinity PLC: a publisher of regional/local newspapers that merged with Mirror Group in September 1999 to form Trinity Mirror .

Trinity Mirror	Trinity Mirror PLC: a publisher of regional/local newspapers and a main party to this inquiry.
VFD	Verified free distribution, an accepted industry standard operated by ABC for certifying the validity of net free distribution data for newspapers made available within a defined geographic area.
Westminster Press	Westminster Press Limited: a publisher of regional/local newspapers that was acquired by Newsquest and is now owned by Gannett .
Yield per scc	Realized value of advertising revenue to a newspaper per single column centimetre. This is effectively the average realised price for advertising, as compared with rate card prices.