Glossary

2003 report	*Newsquest (London) Limited and Independent News & Media PLC: a report on the proposed transfers,* The Stationery Office, Cm 5951, October 2003.
ABC	Audit Bureau of Circulation Ltd. ABC publishes certified circulation data for **paid-for newspaper**s, and **VFD** publishes **distribution** data for **free newspaper**s.
The Act	Enterprise Act 2002.
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.
Archant	Archant Limited.
Associated Newspapers	Associated Newspapers Limited—part of **DMGT**, and publisher of the *Evening Standard* and *Metro*.
CC	Competition Commission.
Circulation	The average number of copies of a **paid-for newspaper** sold per issue.
Classified advertising	**Newspaper** advertisements grouped by subject 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 **publisher**s to focus on particular geographical areas when either launching new **title**s or acquiring **title**s from other **publisher**s, rather than spreading their operations more widely.
Core area	A term sometimes 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' or ROP).
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 newspaper**s, and the owner of **Associated Newspapers**, **Northcliffe** and Aberdeen Journals.
DTI	Department of Trade and Industry.

Free newspaper	A **newspaper** distributed free by the **publisher,** either direct to households or from pick-up bins known as dispensers.
FTA	Fair Trading Act 1973.
INM	Independent News and Media Limited, a subsidiary of Independent News & Media PLC.
JICREG	The Joint Industry Committee for Regional Press Research, which produces data on local newspaper **circulation** and **distribution**.
Johnston Press	Johnston Press plc.
KOS	Kent on Sunday.
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.
National newspaper	A daily or Sunday **newspaper** addressed to readers throughout the UK, concentrating on national and international news and advertising.
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.
Newsquest	Newsquest (London) Limited, a subsidiary of Newsquest plc, owned by Gannett Co Inc.
Northcliffe	Northcliffe Newspapers Group Limited—part of **DMGT**.
OFT	Office of Fair Trading.
Paid-for newspaper	A **newspaper** with a **cover price**.
Penetration rate	The percentage of households in a given area receiving a particular **newspaper**.
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.
SLC	Substantial lessening of competition.
Title	A **newspaper**.

Trinity Mirror	Trinity Mirror PLC.
VFD	Verified free distribution, an accepted industry standard operated by **ABC** for certifying the validity of net free distribution data for **newspaper**s made available within a defined geographic area.
Yield	Commonly used measure of realized advertising revenue, generally quoted in £ per single column centimetre (£/scc).