

## Glossary of Terms

**ADVERTISING VALUE EQUIVALENT (AVE):** sometimes also known as Advertising Cost Equivalents (ACE) or Advertising Space Equivalents (ASE). The equivalent cost of buying the space devoted to editorial. A method that is discouraged because it is not verifiable or based on any statistical evidence of equivalency between advertising and editorial, particularly when the editorial appears in places where advertising cannot be bought such as the BBC or other public service broadcasters, or the front page of the Wall Street Journal.

**ADVERTORIAL:** a term used to describe space in a publication which has been bought by the advertiser but which includes journalistic copy intended to make the reader think it originates from an independent source. It should be kept separate from other media evaluation. See also Editorial.

**BRAD:** British Rate and Data provides hard copy and electronically delivered circulation figures and advertising costs, but only if independently audited.

**CIRCULATION:** For all major publications, audited circulation figures are available. Circulation refers to the number of copies of a publication distributed. It should be clearly distinguished from readership, which is a measure of the number of people who see a publication. See also *Readership*.

**CONTENT ANALYSIS:** the action of breaking down the editorial content of an item (as distinct from its positional and target readership attributes) into components to form a judgement capable of being measured.

**EDITORIAL:** that part of the content of a publication written by a journalist, as distinct from advertising content which is determined by the advertiser. It is also used to mean an article expressing the editorial policy of the publication on a matter of topical interest, but a better term is Leader or leading article.

**GROSS RATING POINTS:** Measures of weight of readership or TV/radio audience. One GRP equates to audience exposure among one per cent of the population.

**OTS:** Opportunities To See are the units in a system of measurement the number of occasions on which a target audience may have seen a given ad or message. Different definitions are used by different operators and so the methodology should be checked carefully.

**READERSHIP:** For most major publications survey data providing the number of people who have seen a particular publication (sometimes called Average Issue Readership) in a specified period is available. Unlike circulation data it is more readily available by target audience and is more useful because the number of readers per copy can vary enormously between publications. See also Circulation.

**TGI:** Target Group Index is a data source giving information on the readership behaviour of certain lifestyle profiles including, for example car and appliance ownership, frequency of foreign holidays and so on.

**TVR:** Television Rating Points are the units in a system of measurement used by in relation to the audience achieved in broadcasting. One TVR equates to reaching 1% of the population with one 30 second advertisement.

**VFD:** Verified Free Distribution of freesheet newspapers organised and operated by ABC (see Audience and Circulation Sources)