

Glossary of Industry Terminology

Advertising Value Equivalent (AVE)	Equivalent cost of buying space devoted to editorial content.
Advertorial	Space bought by an advertiser that includes copy intended to make the reader think it originates from an independent source.
Audience	Those who are reached by a communication.
AVE	See Advertising Value Equivalent
Baseline	A level from which changes are calculated.
Benchmark	A level that serves as a standard.
Circulation	The number of copies of a publication distributed
Column Inches (/Centimetres)	The total length of an article if it were all one column wide.
Cost per Thousand	The cost of reaching 1,000 audience members.
CPM	See Cost per Thousand
Demographic	Information relating to profiling by age.
Editorial	(1) An article expressing the position of a publication on a matter of interest; (2) media content as contributed by a journalist, as distinct from advertising content.
Favourability	see Tone
Frequency	How often an event occurs. Esp. how often, on average, a member of an audience was reached.
Gross Rating Points (GRP)	One GRP equates to audience exposure among one percent of the population of a defined audience.
GRP	See Gross Rating Points
Impact	effect on attitudes.
Impressions	See Opportunities to See
Incidence	The frequency with which a condition or event occurs.
Item	A term typically used to define a piece of coverage, regardless of medium.
Latent Content	Implicit material, underlying themes inferred from the content (c.f. Manifest Content).
Likert scale	An interval-level measurement scale (eg rate a statement from 1 to 5, 1 being strongly agree, 2 agree, 3 neither agree nor disagree, 4 disagree, 5 strongly disagree)
Manifest Content	Explicit material, exactly as it appears (c.f. Latent Content)
Mention	A count of appearances in the media.
Message Content Analysis	Analysis of media coverage of favourability of messages relating to a company / product / issue.
Opportunities to See	1. The total potential number of occasions that an audience could be exposed to a company, issue, message etc. 2. The potential number of occasions, on average, that a member of an audience could be exposed to a company, issue, message etc.
OTS	See Opportunities to See
Outcome	effect on behaviour.
Output	Coverage that is generated as a result of a campaign or ongoing programme.
Out-take	Retention and understanding of messages.
Qualitative	Being, at least in part, subjectively measured.
Quantitative	Being objectively measured.
Rating	An assessment of quality.
Reach	The proportion of the audience with the potential to be exposed to a company, issue, message etc. on at least one occasion.
Readership	The number of people who, on average, read an issue of a publication.
Share of Voice (/Ink/Discussion)	A measure of the strength of communications of various stakeholders on a particular issue or industry.
Socioeconomic	Information relating to profiling by social status.
Source	The origin of a communication
Target Audience	Those who one aims to reach with a communication.
Target Group Index (TGI)	A data source providing information on the behaviour of certain lifestyle profiles (such as car and appliance ownership or frequency of foreign holidays) of a readership.
Television Rating Points (TVR)	One TVR equates to reaching 1% of the population with one 30 second advertisement.
TGI	See Target Group Index

Tone	How an article would leave a target audience reader feeling, typically defined as positive negative or neutral or measured on a Likert scale.
Trend Analysis	Observations drawn from changes in coverage over time.
TVR	See Television Rating Points
Weighting	Application of a factor based on the prominence, relevance or quality of an article.