

BRAD Glossary

PRESS

ABC (Audit Bureau Of Circulation) - An independent body supported by advertisers and agencies, which issues audited circulation figures for member publications. ABC release figures as followed:

- National newspapers- Monthly
- Consumer magazines- Every 6 months
- Regional newspapers- Every 6 months

Publishers Statement- A circulation figure directly from the publisher, unaudited.

NRS (National Readership Survey) - A survey conducted under the auspices of NRS Ltd (which is now PAMCO Ltd) to provide industry estimates of the readership for consumer publications, national newspapers and a handful of regional titles.

- NRS readership figures are released quarterly

JICREG- Readership figures for regional newspapers. A joint industry research conducted under the auspices of the Newspaper Society.

- JICREG readership figures are released three times a year

Advertising rates acronyms

ROP-Run of Page

DPS-Double Page Spread

IFC/IBC/OBC-Inside Front Cover/ Inside Back Cover/Outside Back Cover

SCC-Single Centimetre Column

RADIO

Rajar (Radio Joint Audience Research)- A company specifically established to manage the UK's agreed system of radio audience measurement. It is jointly owned by the Radio Centre (on behalf of commercial radio companies) and by the BBC.

- RAJAR release listening figures quarterly

TV

BARB (Broadcaster's Audience Research Board)- The joint industry committee, funded by television companies, advertising agencies and advertisers, responsible for quantitative and some qualitative television audience research in the UK. BARB achieves this by awarding contracts to independent research companies which maintain panels and collect, process and disseminate the data on behalf of BARB.

- BARB figures on BRAD are Weekly Reach figures that are updated weekly.

DIGITAL

Unique Browser- A unique and valid identifier. Sites may use IP+User-Agent and/or Cookie. This metric does not measure a person. Instead, it is a measure of a device through which a person interacts with a website.

Unique User- The number of different people that visit a website.

Page Impression-Each time a page is viewed, an impression is counted, regardless of whom/if it's the same person.

Out Of Home

Out of Home- Advertising that reaches consumers while they are outside their homes. BRAD lists all outdoor contractors contact details.

Have a question? Please contact help@bradinsight.com/ 020 7420 3252