

# People's Democratic-Republic of Algeria



## University of Jijel

Department of Trade  
Market Services/tourism & Hotel Marketing

Level: Master1

### The Press

#### A) News papers

Most news papers are **dailies**, printed every day. Some are **weeklies**, printed one a week. **The national daily press** include titles like *The Sun and The Times* in the UK and is available all over the country. The **regional press** is only available in certain parts in the country –for example, the *South Wales Echo*. The **locale press** is similar to the regional press but for a smaller geographical area.

**Tabloids** are news papers with a smaller format than **broad sheets**. Originally broad sheets carried more economic and political reports and were more serious. Most UK news papers today are tabloid or **Berliner** slight bigger than a tabloid. However, the term **tabloid press** is still used to refer to less serious news papers which contain sensational stories, short articles or reports, and a lot of photographs. Some news papers are not sold but given away free. These **freesheets** are funded entirely by the advertising they carry.

#### B) Magazines

Magazines can be **weekly**, published every week; **fortnight**, published every two weeks; or **monthly**, published every month.

#### C) Choosing titles

The advertising sales department of a news paper or magazine sells **advertising space** or advertising position in their publications. As part of the sales effort, ad salespeople work with the marketing team to prepare **media packs**, which contain information about:

- **The advertising rates** or cost of advertising in the news paper or magazine. The **rates card** shows the price of advertising and also gives **technical data** about the size, or **format**, of the ad. The copy deadline tells advertisers when they have to deliver the **copy** (the images and text for the ad).
- **Circulation figures or distribution figures**, showing the number of **copies sold per issue**. The readership figure, which shows how many people read the publication, may be higher than the circulation figures because one copy may be read by more than one person.
- **The advertising policy of the publication**, which gives general information on what can be advertised, which formats are available, and how to pay.

- Details and dates about special features –articles about a particular subject, or reviews of fashion shows in women's magazines. If you are a clothing brand it is a good idea to book space match with reviews of fashion shows.

**Practice:**

**Choose the correct word combination from the brackets to complete the sentences. There are two possible answers for each question. Look at C opposite to help you.**

1. Our (copy deadline is/ circulation figures are/ readership is) growing year on year.
2. You can book (advertising positions/ advertising space/ advertising policy) using our secure online booking system.
3. Please click here to download a PDF version of our (media pack/ book space/ rate card).
4. Before submitting an ad, please make sure you have read and understood the (technical data/ advertising space/ advertising rates).

**Make word combinations using a word or phrase from each box. One word can be used twice.**

Centre	Matter
Facing	Page
Front page	Solus
Full	Spread
Half	

## Key words

The Press	الصحافة
news papers	الصحف الإخبارية
The national daily press	الصحافة اليومية الوطنية
regional press	الصحافة الإقليمية
The locale press	الصحافة المحلية
tabloid press	الصحافة الشعبية
Magazines	المجلات
advertising space	مساحة إعلانية
media packs	حزم الوسائط
The rates card	بطاقة الأسعار
technical data	معلومات تقنية
The copy deadline	الموعد النهائي للنسخ
Circulation figures or distribution figures	أرقام التداول أو أرقام التوزيع
The readership figure	رقم القراء
The advertising policy of the publication	لسياسة الإعلانية للمنشور
special features	مميزات خاصة
to book space	لحجز مساحة