

JICREG User Guide

The JICREG online system is designed to feel intuitive and easy to use.

Getting Started

Once you've logged into JICREG Online under reports there are four main options:

- Standard Reports
- Audience Analysis
- Drivetimes
- Create Report

Mapping is a separate option on the main menu.

Standard Reports

This allows you to search for any pre-defined area or local newspaper title.

You can search by:

- Location
- Local Government area
- County
- Local Radio areas
- Standard Regions
- ITV net areas
- Local newspaper title

In the free text search, type in your requirement, click **Next Step** and your report will show on the next screen. For a **newsbrand** report - enter the name of the title)-, this will show you the topline data for the print title type, frequency, circulation etc. The new cross platform data shows Total monthly audience (Print & Online), Total online monthly audience in the print distribution area. The GB demographic profile, demographic profile of the distribution area and the monthly website audience of the website that is linked to the newspaper.

The AIR readership of the print title is then listed with the % profile & %reach indexed against the area.

The AIR audience data is then broken down by location. If you click on the hyperlinked locations this will take you to the standard location report showing audience data for the location.

The location report, will show demographic profiles of GB and the location as well as details of the print title, total monthly audience by platform and AIR for the print titles.

You can rank all column headings on the reports by circulation, readership, demographics etc allowing the optimum title/s (and websites) to be selected quickly and easily, depending on your requirements.

You have the option to print your report or download it as a csv file.

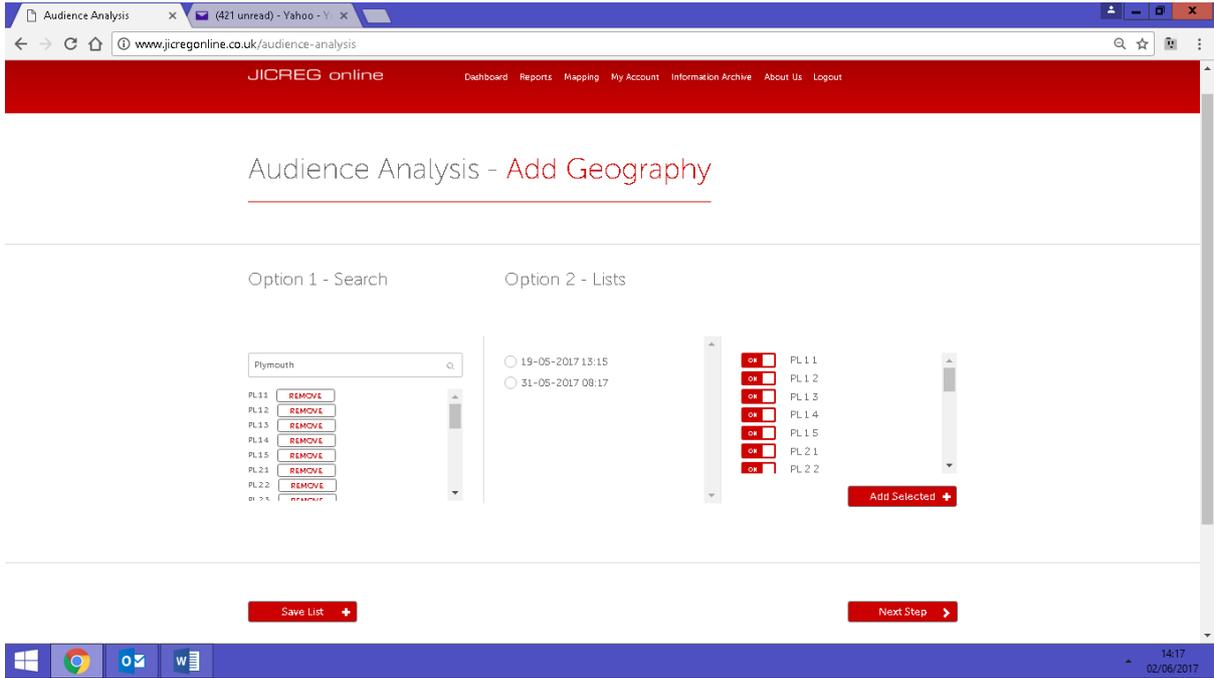
Audience Analysis

This is the area where subscribers have the option to combine any geography and/or titles and where you create schedule files (.txt) to use in reach and frequency planning software.(Telmar, Choices or Nielsen) You can use any previously uploaded/saved lists to create your report.

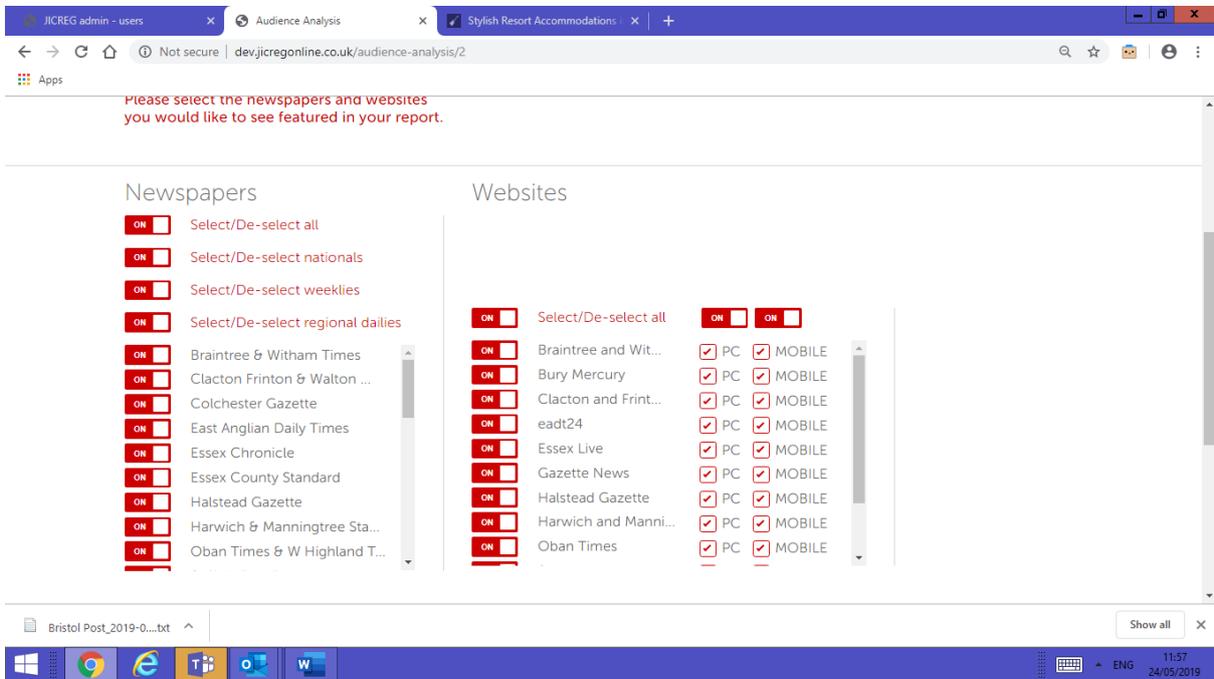
In the free text search box, start typing your required area or newsbrand:

- Postcode sector
- Postcode District
- Location
- Local Government area
- County
- Local Radio areas
- Standard Regions
- ITV net areas
- Local newsbrand

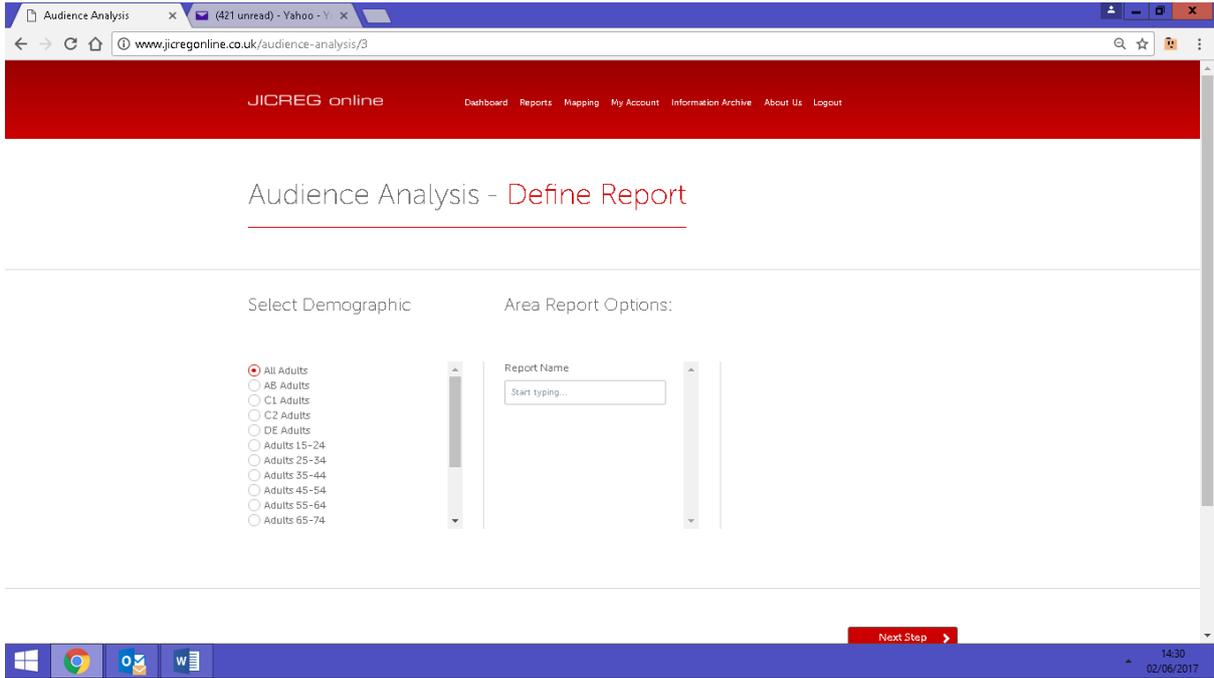
Click on **Add Selected** to add your selected sectors to your list. You can then either add further areas to your selection and/or **Save List** if you wish to use your list again, this will save your list to the **My Account** option.



Once you have all your areas selected you click on **Next Step** which will show all the newspapers and websites that fall within your selected area/s. You can either leave all the titles/websites selected or click on the **Select/De-select all** button and select the ones you require. There is the option to select/de-select the websites by PC/Mobile.



Click on **Next Step**, where you select your required demographic and then name your report.



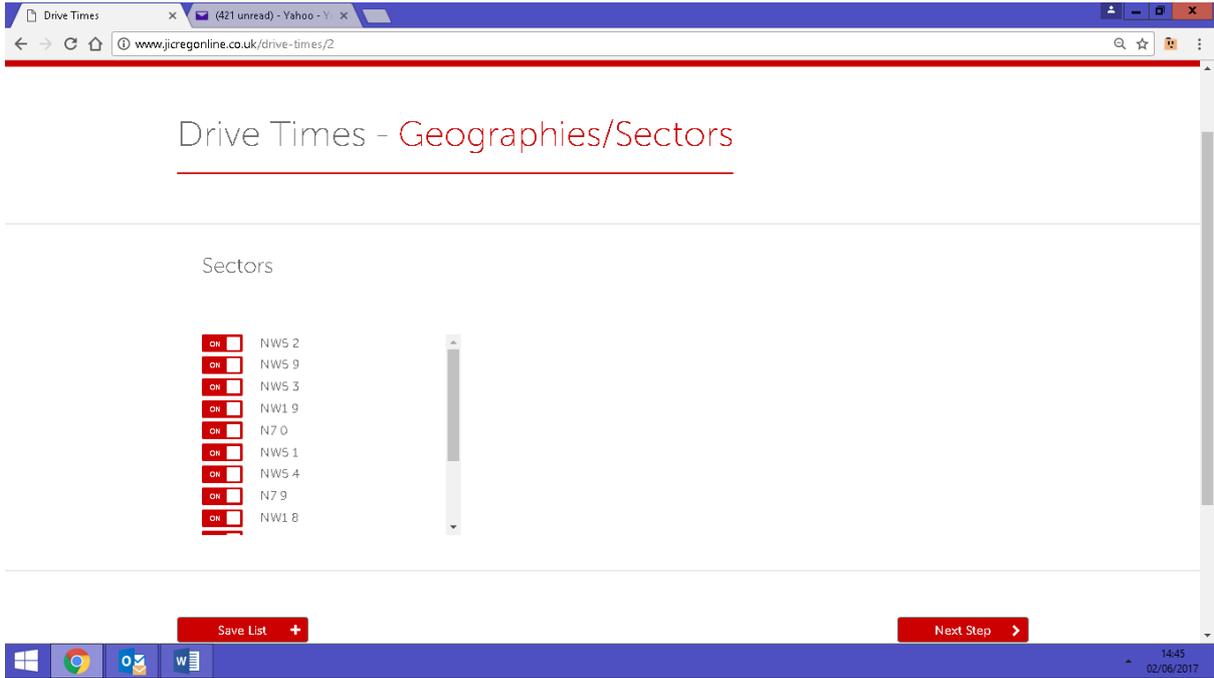
Next Step then takes you to the report page which shows the demographic profile of the area and the newspaper readerships and monthly website audience figures.

You have the option to Print, export to CSV, Generate Planning File (.TXT) Link to Telmar, which saves your schedule file within your Telmar Mediaplanner account (if you are a Telmar subscriber) or you can save to My Account. Within the scheduling software, there are two options for websites, 'm' is mobile and 'd' desktop/pc.

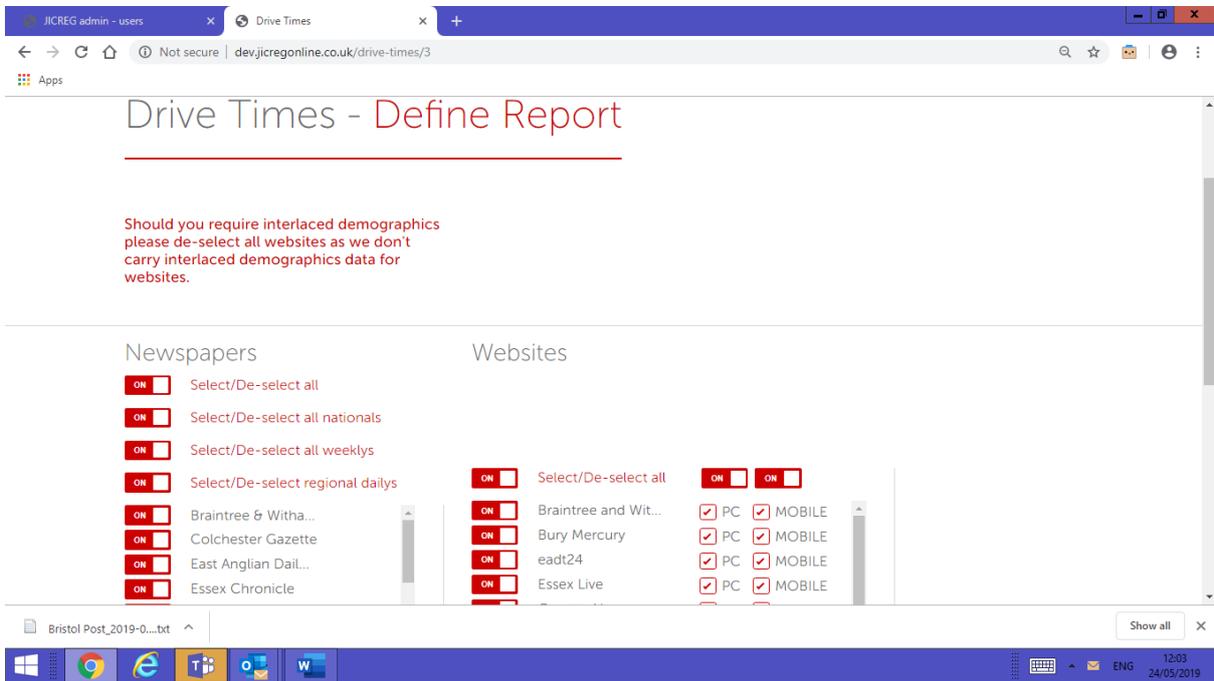
Drivetimes

You can create drivetime or mile radii reports by typing in your starting postcode sector (i.e. CM1 1, M10 0) then enter your required drivetime in minutes or miles.

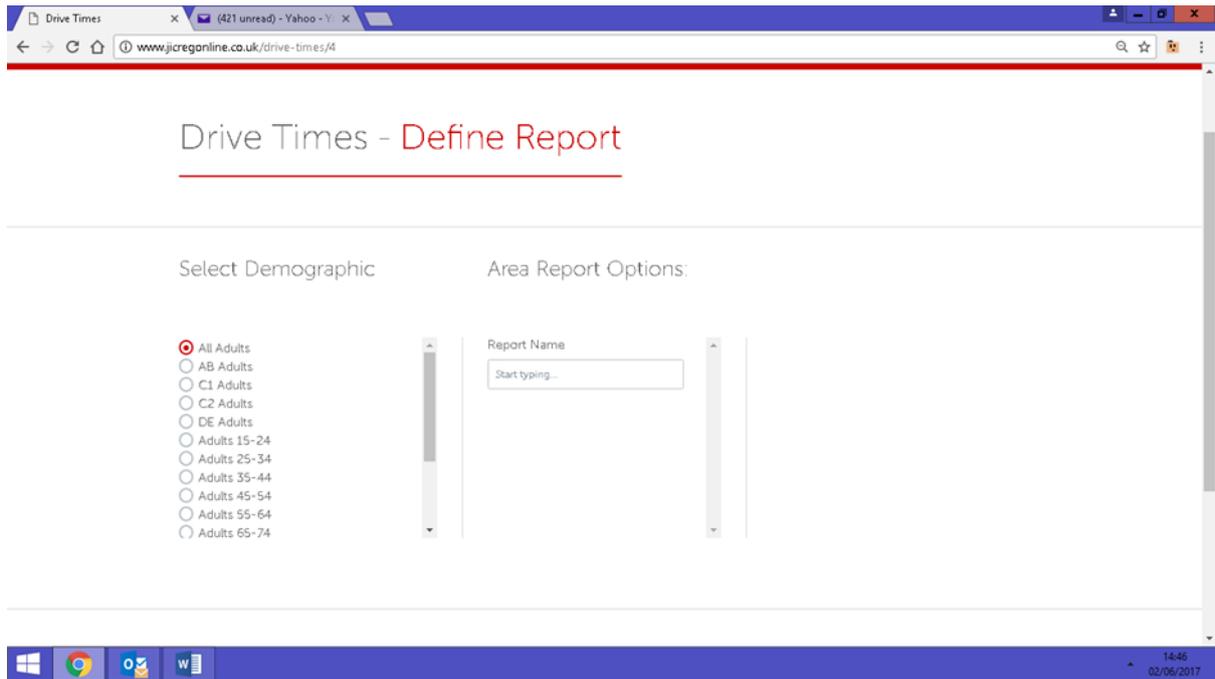
Next Step shows you the postcode sectors that fall within your drivetime, you can then Save your list to My Account if required.



Next Step shows all the newspapers and websites that fall within your selected drivetime. You can either leave all the titles/websites selected or click on the **Select/De-select all** button and select the ones you require.



Click on **Next Step**, where you select your required demographic and then name your report.



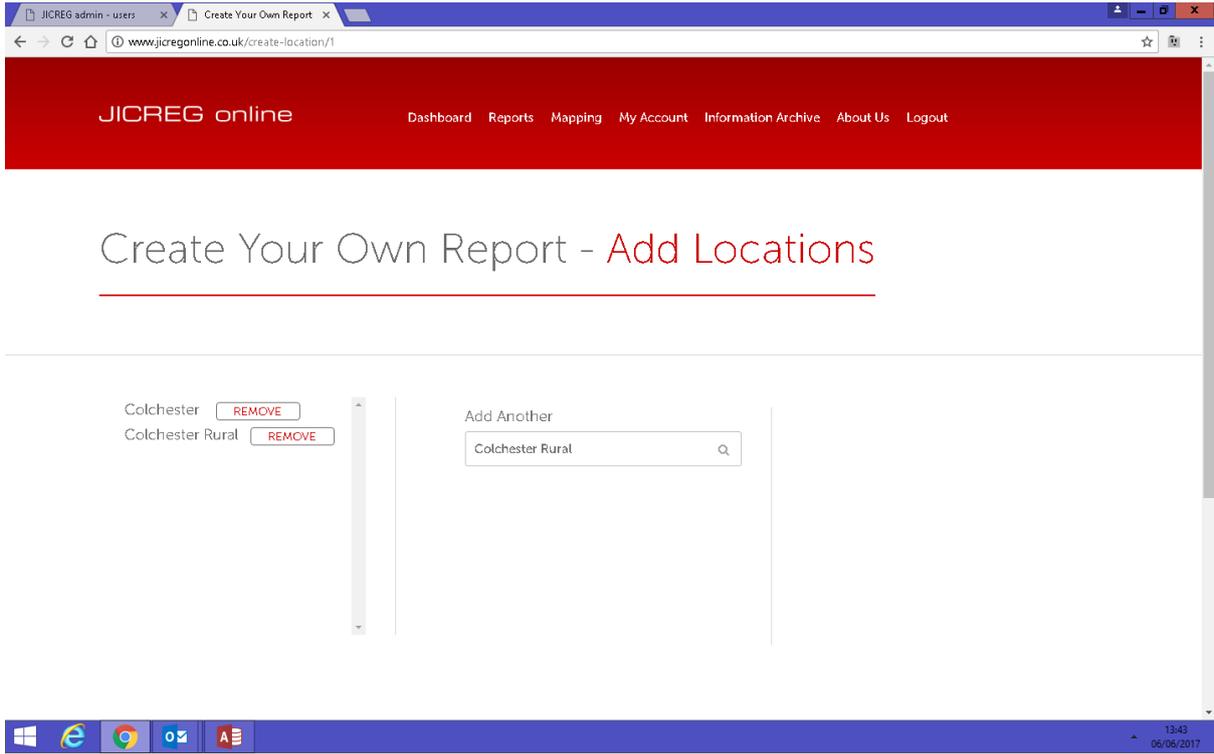
Next Step then takes you to the report page which shows the demographic profile of the area and the newspaper readerships and monthly website audience figures.

You have the option to Print, export to CSV, Generate Planning File (.TXT), Link to Telmar, which saves your schedule file within your Telmar Mediaplanner account (if you are a Telmar subscriber) or save to **My Account**.

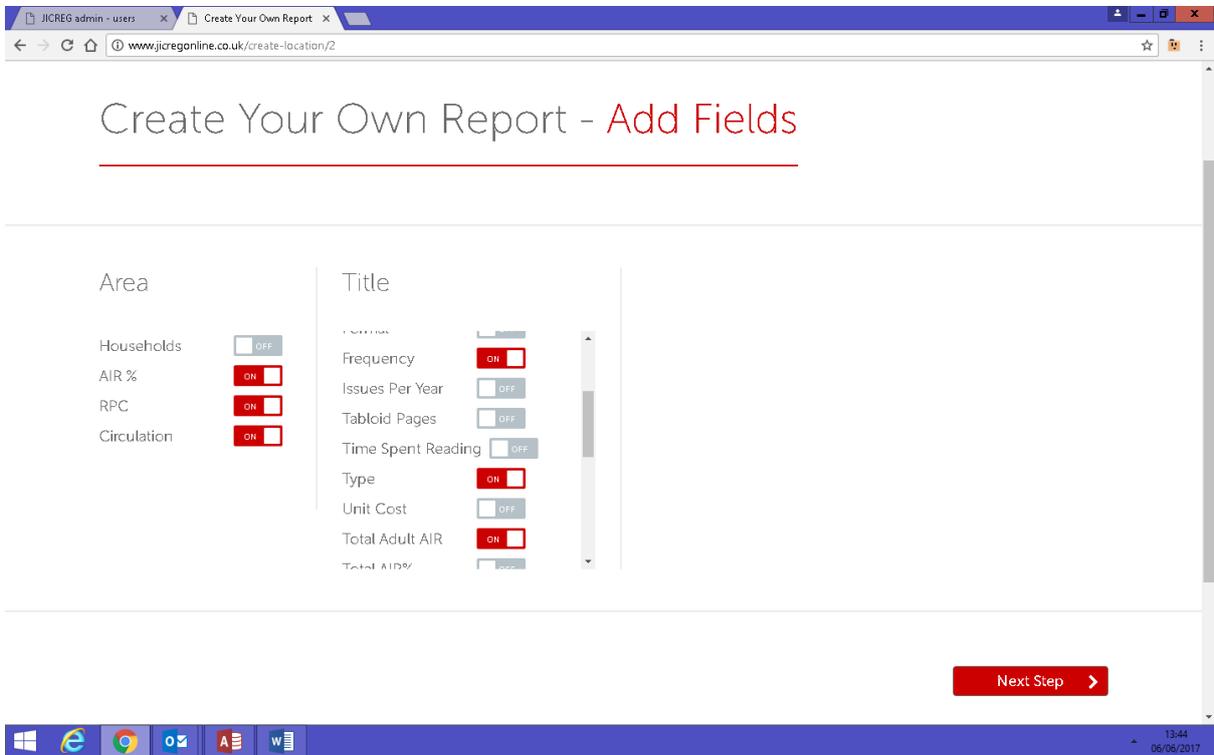
Create Report

In the free text search box type in your required area then click **Next Step**.

If you wish to add more areas to your selection you search again and add to your list, if not click on **Next Step**.



You can add your required fields here, click on the ones you wish to appear on your report then click **Next Step**.



Please select at least one option from the four steps, then click **Add Selected**. If you are happy with your selection click **Next Step**. If not click **Remove** and select your steps again, then click **Next Step**.



This page allows you to order the fields on your report in any order you require, just click on the up/down arrows then **Next Step**.



This then takes you to the report page where you can Print or Save as CSV.

Your report will show the demographic profile of the area/s you selected and will list the area/s in alphabetical order underneath each other with the newspapers and the data for the selected fields.

The screenshot shows a web browser window with two tabs: 'JICREG admin - users' and 'Create Your Own Report'. The address bar shows 'www.jicregonline.co.uk/create-location/5'. Below the browser window, there are two buttons: 'Print' and 'Download CSV'.

Demographic Profile of the area:

Households	Adults	Men	Women	15-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	AB	C1	C2	DE
78975	154777	75892	78885	26253	25335	24390	25788	20304	18127	14580	94360	60417	52759	41601	34680	25737

Location report:

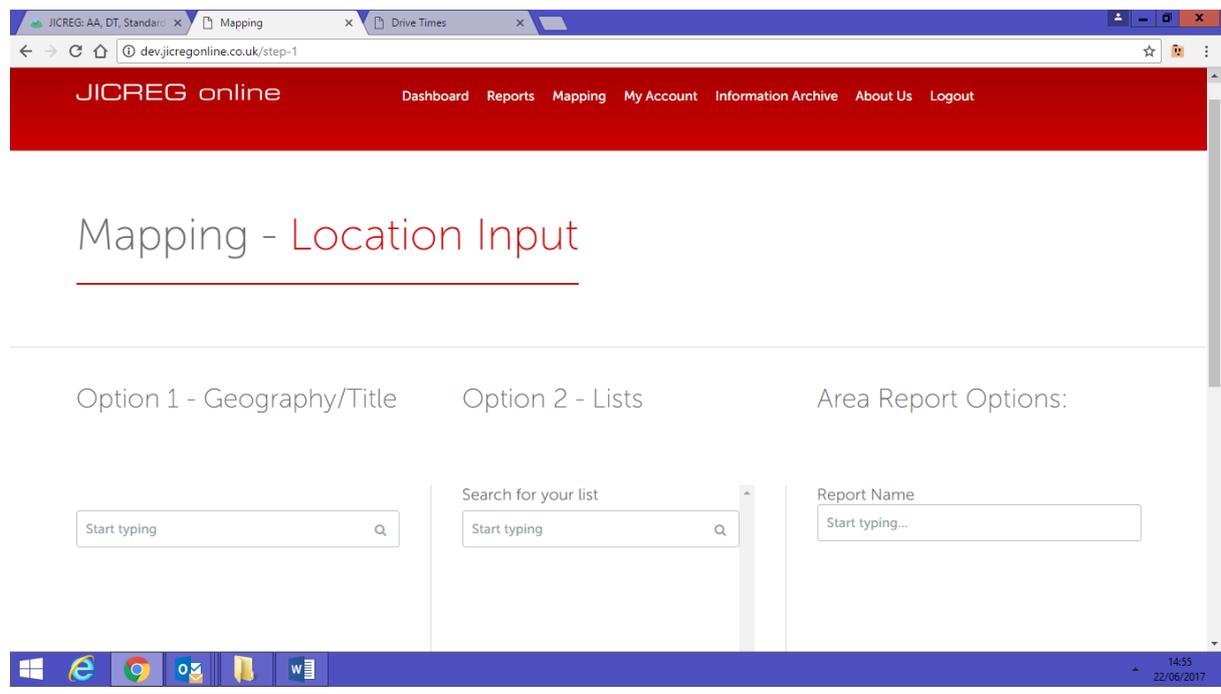
Location	Title	Type	Frequency	Circulation	Total Adult AIR	AIR %	RPC	Location AIR Adults 25-34
Colchester	Colchester Gazette	P	E	3791	31428	11.92	2.9	1927
Colchester	East Anglian Daily Times	P	M	670	56659	2.36	3.3	396
Colchester	Essex Chronicle	P	W	68	61138	0.36	4.9	58
Colchester	Essex County Standard	P	W	6142	41754	21.65	3.3	3307
Colchester Rural	Bury Stowmarket & Sudbury Mercury	FB	W	524	59219	0.86	1.0	44
Colchester Rural	Colchester Gazette	P	E	1954	31428	10.10	3.2	694

The screenshot also shows a Windows taskbar at the bottom with icons for various applications and a system tray showing the time as 13:47 on 06/09/2017.

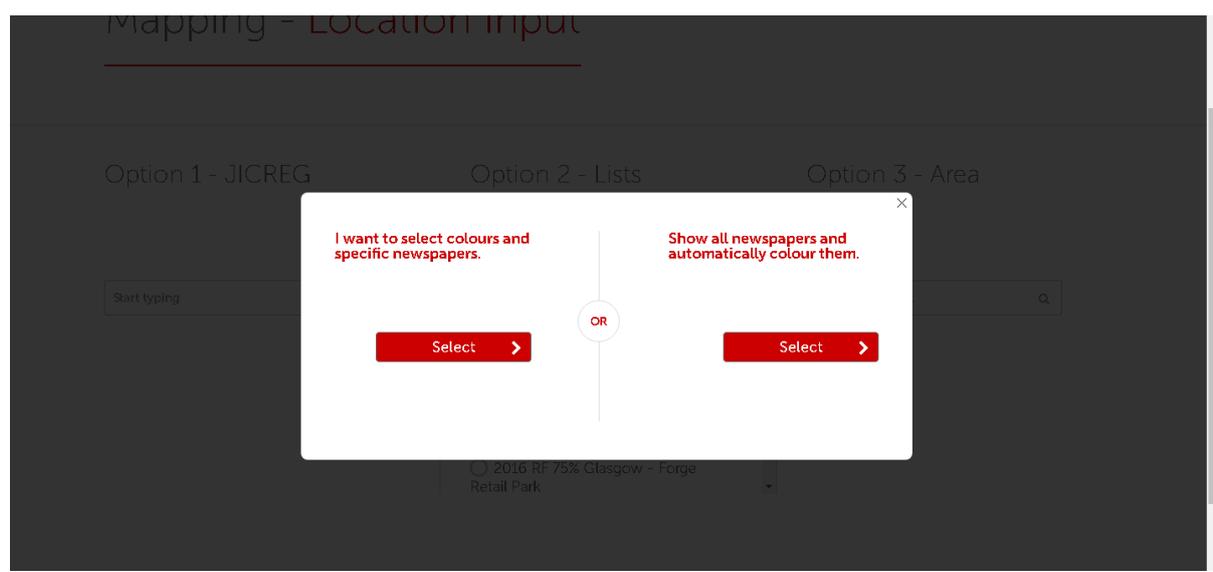
Mapping

If you are a Mapping subscriber, you can produce maps with newspaper overlays.

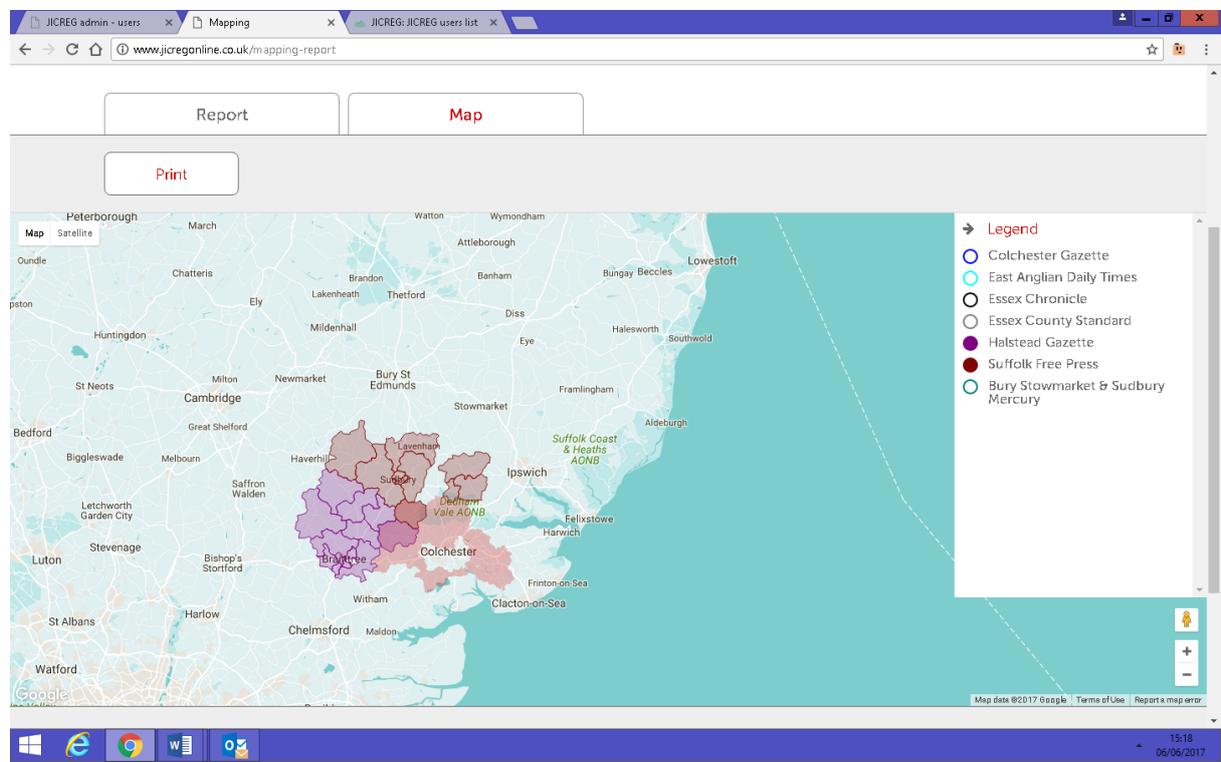
Select either a newspaper area, pre-defined geography or a saved list as your base area then click **Next Step**



If you want to choose your newspapers and colours for your map select the first option If you want all the newspapers in the area and the default colours select the second option.



This will then take you to your report where you can see your newspaper readerships. Click on the **Map** tab which will show your map with the newspaper overlays, you can click on each newspaper to select/deselect to show the title over your selected boundary area.



My Account

This is where you can reset your password to a more memorable one if you wish, you can also upload an image that will appear on your account.

If you have saved any reports they will appear under **My Reports** under the Report option you have saved them. You can click on your report and you have the option to **Run the report, Rename the report, Download** as a planning file (.TXT) or you can **share** your report with anyone else in your organisation, choose from the names in the drop down box.

Company Reports will show if anyone else in your organisation has shared their reports with you.

My Lists shows any lists you have uploaded to your account or saved via the Audience Analysis or Drivetime option.

FAQ's & fixes

1. How do I export my report?

You can **Export** your report by clicking on the **Export as CSV** tab on the report page.

2. How do I name and save my report?

You can Save your sector list and/or report under **Save List** or **Save Report**, this will save your selection under **My Account**.

3. How do I go back to start a new report?

There is a Back button where you can click to go back to the previous screen.

4. My map is not printing correctly

This issue is up there on our To Do list, for the time being please use the **print screen** button and paste into relevant software e.g. powerpoint, word etc and print from there

5. What is JICREG nationals?

This is an additional paid for option within audience analysis that provides analysis of national newsbrands print audiences alongside local newsbrands across all demographics and locations.

Key to the Type/Frequency codes on the reports

TYPE

P – Paid

F – Free letterbox

B – Bulk pickups

Or any combination of the above.

Frequency

E – Evening

M – Morning

W – Weekly

S – Sunday