JICREG provides an audience currency for local media

Launched in 1990, JICREG (Joint Industry Committee for Regional Media Research) has revolutionised the way in which local media advertising is planned, bought and sold by providing credible and acceptable audience data for the vast majority of local newspapers, and the majority of local newspaper websites. It is the main currency used by advertisers, agencies, regional media publishers and their sales houses.

JICREG has developed to meet the demands of local media planners and media owners, it includes data for local newspapers and their websites.

JICREG structure

JICREG operates as an independent limited company and is run as a JIC (Joint Industry Currency). There are representatives from agencies, advertisers and media owners and provides uniquely transparent and objective media data. This is produced and sold at cost, and provides accountability and a robust trading currency. Reporting to the board is a technical group.

The LMW Intelligence unit provides the day-to-day support and training for JICREG and JICREG online users.

Newspaper membership

Newspaper membership of JICREG is extremely high, with very few eligible titles (regional and local newspapers with audited circulation figures in GB) not in membership.

Newspaper readership data

JICREG newspaper readership data are generated by applying readers per copy (RPC) figures to circulation breakdowns at postcode sector level. The RPC figures are generated by using JICREG models built on data supplied by the NRS (now PAMCo/AMPs).

Local Newspaper Website membership

In order for a website to be included on JICREG its publisher must provide audited average monthly unique browser figures for their network and top 10 or 10% of individual websites, and then publisher statements for the remaining websites are accepted on condition that they are generated using the same analytics tool with the same settings. At present six publishers, accounting for 70% of the local media market are included.

Website Audience data

JICREG newspaper website audience data are generated by applying audience per browser (APB) figures to the average monthly unique browser figures. The APB figures are generated either from approved market research, or by using JICREG models. These models have been developed following detailed analysis of all available research and demographic details and are regularly updated to ensure that they continue to reflect current research findings.

JICREG uses the JICPOPS annually updated population and household totals and postcode sector list. JICPOPS data are now used by all major media research currencies.

The LMW database provides the source of basic newspaper and website information used by JICREG, and a sophisticated internet based updating system has been developed for checking data that publishers supply for inclusion.

JICREG data are updated twice a year in April, and October, to incorporate new circulation including breakdowns, unique browser and research data.

How to access JICREG audience data

JICREG maintains an internet-based analysis system, JICREG online, that provides subscribers with quick and easy access to the entire JICREG database, enabling detailed analysis of the audience within any area. Basic audience reports are also available free of charge to non-subscribers.

Web address:

www.jicregonline.co.uk

JICREG online regularly receives over 40,000 page requests per week, from over 600 separate users, and over 2,000 reports are generated.

- Hard copy JICREG reports and schedule analysis can be obtained by contacting the LMW Intelligence unit. Tel 020 7963 7200.
- Some JICREG data are also available from BRAD, Mediatel, What Media, and Touchpoints.
- JICREG defined local newspaper circulation areas are used by all main mapping systems.
- JICREG data can also be made available to third party data suppliers who wish to supply them to their customers.

More detailed information and further analysis are available by subscribing to JICREG online. Currently the system is used by around 50 subscribing companies, including 29 advertisers and advertising agencies throughout the country and 35 publishers and sales houses: including the top 15 advertising agencies ranked by display adspend in the regional press.

JICREG online software

Jic-in-a-box offers detailed audience information for any marketing or catchment area.

Pre-set areas include:
- locations (towns and villages)
- newspaper circulation areas
- postcode districts
- counties
- ILR areas
- ITV areas
- Registrar General areas
- Local government areas.

Subscribers can also build customised areas based upon a list of 9,000+ postcode sectors, drive time or drive distance areas derived from mapping systems, which can be downloaded straight into JICREG online. This enables analysis of drive time or other catchment areas.

Readership data is available for 153 combined demographics, such as ABC1 Adults aged 15-34, AB Men, and ABC1C2 Women.

JICREG mapping has been developed using Google maps to help make it even easier to establish drive time areas.

As well as providing a number of pre-designed readership reports, data can also be downloaded into spreadsheet and word processing packages enabling tailor-made reports to be produced. Users are also able to save any catchment area created in JICREG online saving the trouble of having to re-create them at a later date.

Regional press planning systems

JICREG online is at the heart of a suite of systems that provide a detailed planning system for the regional and local press.

It can be linked directly to the LMW database giving circulation and household coverage information and contact details.

It can also be linked to mapping systems, including JICREG Mapping, enabling drive time and drive distance areas to be compared with individual newspaper coverage areas, JICREG data can also be analysed to produce detailed newspaper readership and coverage information.

JICREG online can also be linked to schedule analysis software enabling the reach and frequency of schedules containing any number of insertions in any combination of titles in any area to be analysed.

JICREG mapping

JICREG mapping was developed with using Google maps to help make it easier to plan regional press campaigns and has been further developed in recent years. It can create dynamic, detailed, clear online maps from any combination of postcode sector lists, all JICREG geographies including circulation areas, drive times, local radio areas and newspaper readership penetrations.

Free maps can be generated for any pre-set area, including newspaper circulation areas.

Subscribers can also generate the following maps:

- Drive time or distance maps from any postcode sector, thus helping to target readers who live within a specific catchment area.

- Comparisons of newspaper circulation areas, radio and TV areas can also be mapped. To make a final selection it is often useful to see how the titles' coverage areas fit together geographically.

- Penetration of regional press titles within individual postcode sectors, by eight bands of coverage for all adults and a range of age, sex, and social grade breakdowns.

The software needed to use JICREG mapping is Internet Explorer 5.5 or better, and to edit and animate the maps PowerPoint 2000 or XP is needed.

A detailed brochure on JICREG mapping facilities can be downloaded from the JICREG website, www.jicreg.co.uk

Schedule analysis

The reach and frequency of a planned or existing regional media campaign can be analysed by linking Jic-in-a-box to schedule analysis software.

By listing the number of insertions in each publication of a campaign, the system will calculate the number of people who will see one or more insertions (reach) and the average number of insertions each person will see (frequency).

By varying the papers, websites and/or insertion levels it is possible to establish whether the campaign performance could be improved within each defined area.

Users are also able to analyse cost rankings and cumulative coverage builds using schedule analysis software linked to JICREG online. Cost rankings allow the user to compare the advertising cost of different papers compared to their readership within any defined area and/or among specific target audiences.

Cumulative coverage builds illustrate how the coverage of a target audience increases as the number of insertions in a publication increases, or as more publications are added together.

JICREG is compatible with all three press schedule analysis software packages which can be licensed from Kantar Media, IMS or Telmar.

JICREG Nationals

JICREG Nationals is a system that enables national newspaper readership data to be incorporated into JICREG online, so that the readership of daily and Sunday national newspapers can be established for any area created within the JICREG online system, including pre-set areas, drive time areas, and user defined catchment areas.

Data can also be transferred into schedule analysis software enabling net reach and frequency of schedules including both national and regional newspapers to be established within any area.

In order to subscribe to JICREG Nationals, companies have to be current subscribers to JICREG online and the National Readership Survey.

To arrange a demonstration or for further information please contact Keith Donaldson at JICREG on 07768 352612 keith@jicreg.co.uk.

Costs and Contacts

A copy of the current JICREG online rate card, including costs for JICREG mapping, can be found on the JICREG website.

JICREG:

Keith Donaldson
07769 352612

keith@jicreg.co.uk

JICREG Ltd
2nd Floor, 292 Vauxhall Bridge Road
London
SW1V 1AE

www.jicreg.co.uk

Schedule analysis:

Telmar	**020 7467 2575**
IMS	**020 7420 9200**
Kantar Media	**020 7831 5455**