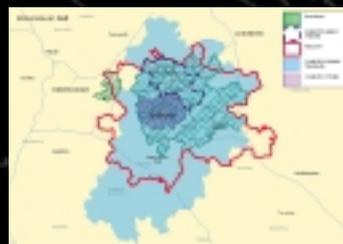


JICREG

mapping

www.jicreg.co.uk



beacon dodsworth 
g-commerce solutions

JICREG

mapping

Introduction

JICREG mapping creates dynamic, detailed, clear online maps from any combination of postcode sector lists, all JICREG geography types including newspaper circulation areas, drive times and newspaper readership penetrations.

Maps may be exported from the internet system into PowerPoint 2000/XP where they can be easily edited and animated.

JICREG mapping was developed to make it easier to plan regional press campaigns. One of the key issues that arose from customer research conducted by the Newspaper Society as part of the New Perspectives campaign was that regional press campaigns were more time consuming to plan than other media.

As a result, the Newspaper Society launched the www.planregionalpress.co.uk website and publicised the eTelmar project which made readership research, mapping and scheduling tools available over a single website for the first time.



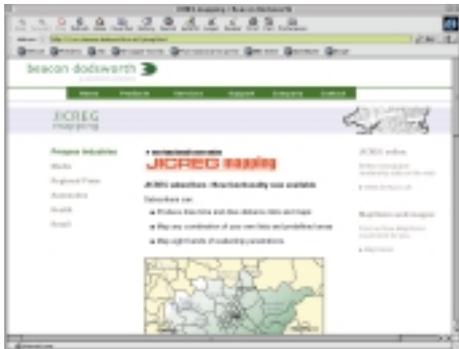
"As a young man, my fondest dream was to become a geographer. However, while working in the Patent Office I thought deeply about the matter and concluded it was too difficult a subject. With some reluctance I then turned to physics as a substitute." Albert Einstein

Now, new web technologies have made it possible to completely integrate the mapping system into the internet version of Jic-in-a-box readership analysis system. Extended Mark-up Language (XML) makes it possible to design a map very quickly over the web. Vector Mark-up Language (VML) allows you to view maps and interact with them online and in PowerPoint.

These technologies are at the heart of MapVision web:mapper from Beacon Dodsworth, which has been used to implement JICREG mapping. Both XML and VML are supported by Internet Explorer 5.5 and 6.0, so no plug-ins or other software are required and no problems with firewall software should be encountered, provided users have one of these browsers. The latest version of Internet Explorer is available to download free of charge from Microsoft's website. If users don't have IE 5.5 or 6.0 they will be prompted to upgrade when they try to view a map.

Executive Summary

Regional press mapping is now easier, quicker and cheaper



- **Free maps**
Anyone, including potential advertisers and their agencies can now get free maps of regional newspaper circulation areas.
- **Drive time and distance maps**
Can be generated for any drive time or distance by Jic-in-a-box subscribers who also subscribe to JICREG mapping.
- **Comparative coverage maps**
Subscribers can also produce maps showing comparisons of any regional newspaper circulation areas. Radio and TV areas can also be included.
- **Readership penetration maps**
Subscribers can map the penetration of regional press titles by eight bands of coverage for all adults and a range of age, sex and social grade breakdowns. This can be added to any schedule map.
- **Maps editable in PowerPoint**
Both free and subscriber maps can be edited and animated in PowerPoint.
- **Accurate circulation and readership data is even more vital**
Now that the circulation data that publishers submit to the Newspaper Society database, and the resultant readership data, is so easy to visualise, it is more important than ever that publishers keep their database entries fully up-to-date.
- **The software you need to use JICREG mapping**
Internet Explorer 5.5, or better, is needed to view both the free and subscriber mapping. To edit and animate the maps in PowerPoint you need PowerPoint 2000 or XP.
- **Find out more**
JICREG mapping is available via <http://jiab.jicreg.co.uk>. The Help system contains a detailed user guide to both the free and subscriber systems.
- **Trial subscriptions to Jic-in-a-box and JICREG mapping**
These are available for Newspaper Society and NS marketing member publishers via the NS Intelligence unit.

Free Mapping

Anyone, including potential advertisers or their agencies, can now obtain maps of your circulation areas and those of your competitors completely free over the web.



In fact, they can also map any standard area that can currently be reported on via the internet version of Jic-in-a-box or the Newspaper Society database. This includes locations (towns and villages), independent local radio, ISBA and ITV regions, government regions, counties and local authorities, as well as regional newspaper circulation areas.

Clicking on the "Show Map" button on any JICREG Standard Reports screen will create a map of the area. The newspaper circulation maps can also be accessed via the NS internet database, see the "Database and Planning" page of the Newspaper Society's website: www.newspapersoc.org.uk/regions-frameset.html.

Now that it is so easy for any local or national advertiser to turn the data that publishers submit to the NS database into a map, it is even more important than ever that it is accurate. The circulation area maps are based on the lists of postcode sectors supplied by publishers via the electronic questionnaire for the NS database updates in February and September each year.

It is strongly recommended that publishers check their titles' maps every six months and inform the NS Intelligence unit immediately if any changes need to be made to the postcode sector breakdowns of their circulations.

Drive Time and Distance Lists

The drive time feature allows users to define an area using drive time or distance from any postcode sector, thus helping to target readers who live within a specified distance or drive time.



A drive time calculation takes a location or postcode sector and calculates how far it is possible to drive within the specified time. This process will come closest to generating the actual catchment area of a store.

The time that people will travel for depends on the product. To buy food, people will normally drive for only 10–15 minutes. For comparison, goods shopping, such as buying clothes or cars, 20–30 minutes is more typical. Regional shopping centres such as The Trafford Centre in Manchester or Blue Water in Kent, have very large catchment areas and people may drive for two hours to reach them. In the case of these larger times, you may want to create more than one catchment area. One option would be to create a core catchment of 30 minutes, which is covered at high frequency, and a more peripheral catchment, which is less intensively covered. More information on drive times for various products and services is available from the Consumer Choice IV research, details of which can be found on the NS website.

Most jobs require people to work 9–5, so most recruitment advertising will need to be planned using rush-hour speeds. Most shopping trips take place off-peak or at weekends so off-peak speeds are more appropriate for most product advertising.

Drive distance is the distance from one postcode sector to another via the road network. It is a more accurate method of measuring the distance people are prepared to travel than distance as the crow flies. This can give very misleading results, particularly in towns on river estuaries. For this reason, drive distances can be calculated with JICREG mapping, and not distance as the crow flies.

Comparative Coverage Maps

A readership report created from a drive time analysis gives a shortlist of the titles that an advertiser could use. To make a final selection it is often useful to see how the titles' coverage areas fit together geographically.



For example, three titles may all cover 15% of the target market within a catchment area, but two of them may cover largely the same half of the catchment area, while the third covers the other half. So an agency might only use one of the first two titles and the third. This kind of analysis becomes more important the larger the catchment area, as it is unlikely that a single title will adequately cover a large area.

The first step in creating a map is to launch the Map Catchment Picker. By default, your user lists will be displayed. These are lists of postcode sectors, created and saved via Readership Analysis, Drive Times or imported into Jic-in-a-box. More than one list can be added to a map.

The areas covered by newspapers, independent local radio, Newspaper Society locations, ISBA and ITV regions, as well as government regions, counties and local authorities can also be added. For newspapers, in addition to the title, additional information is shown about the type, frequency, format, sales house and total adult AIR (Average Issue Readership).

The alphabetical picker or free text search can be used to pinpoint the particular geographies required. Checking the 'Filter by User List' box limits geographies to those overlapping the selected user lists only. Newspapers filtered this way display an extra column of data showing readership within the user list area.

The 'show selected' button reviews the selected geographies and a 'proceed' button goes to the final stage of map design. Here the user chooses how to present the information on their map. A table summarising the selected user lists, titles and other geographic areas is shown.

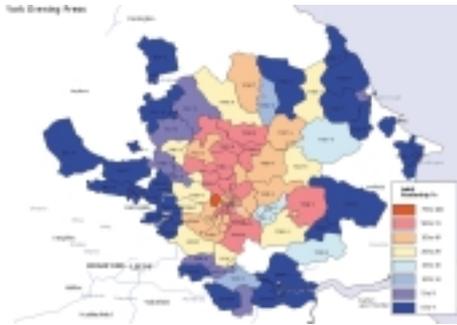
Maps can be given a title to be displayed at the top of the map. The map created can just show the area covered by the user lists and the relevant selected geography types that overlay that area or the whole area that the selected geographies cover.

Postcode sector names and boundaries can be added, either for the whole map or any of the geographies that make it up.

The map is created in a new browser window so that changes can be made to any of the preferences and the map recreated. Hovering over a postcode sector on a map causes its name to be displayed in a tool tip; hovering over a catchment key highlights the catchment area on the map.

Readership Penetration Maps

If newspaper circulation areas have been selected to be displayed on your map, the "Readership Penetration" box can be checked to show a newspaper readership penetration by postcode sector in eight 'hot to cold' coloured bands. Penetrations can be mapped for a range of age, sex and social grade breakdowns, as well as all adults.



Until now it has been very difficult to compare the effectiveness of different regional press titles across particular areas within a catchment area.

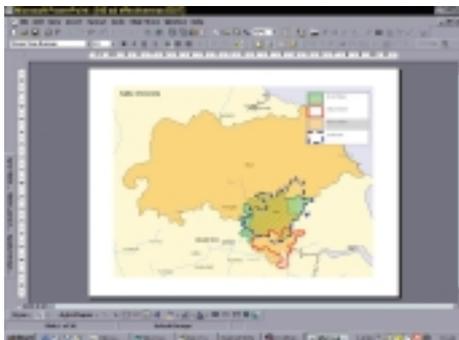
Publishers were able to show household penetration of copies but these maps frequently had different class intervals and it was difficult to relate household penetration of copies to the penetration of the advertisers' target market.

Now, by adding JICREG mapping to the existing extensive database of JICREG readership research data it is possible to make valid comparisons. Penetration of an advertiser's target market can be easily mapped in a consistent way and compared across titles.

Publishers should note that the readership figures at postcode sector level are generated using the postcode sector circulation breakdowns supplied by publishers via the electronic questionnaire for the NS database updates in February and September. To ensure that the readership penetration maps correctly represent a newspaper's pattern of readership it is essential the circulation breakdowns on the NS database are accurate and kept fully up-to-date.

Using Maps in PowerPoint

Both free and subscriber maps can be edited and animated in PowerPoint. To do this users need PowerPoint 2000 or XP.



Once in PowerPoint users can change any text, font, line style or fill style. The help section of Jic-in-a-box explains how to copy, edit and animate maps. It also explains the object-naming convention used to make it easier to do these operations.

If users have an earlier version of PowerPoint the Help section of Jic-in-a-box also explains how to copy maps using the Print Screen key, although maps copied in this way cannot be edited or animated.

Because users cannot group objects together when they are imported into PowerPoint, Beacon Dodsworth have written some PowerPoint macros which group related objects together to make it quicker to edit and animate the maps. Once all the related objects have been grouped together a single change can be made to the group of objects, rather than edit each object individually.

For example, users can run a macro to group all the place names together. Once this has been done only one change is needed to change the font used for all place names. Alternatively, another macro will group place names by the size of the place so users can then edit all the names of places with populations between 50,000 and 200,000.

The macros can reduce maps composed of hundreds of objects to maps containing only a handful of grouped objects. Objects can also be ungrouped if users do want to change only one object. For example, users might want to change the default font of all place names then use a larger font and different colour for the place containing the store that an advertising campaign is for.

The macros can be obtained by e-mailing:
jicregmaps@beacon-dodsworth.co.uk

“The JICREG mapping facility from Beacon Dodsworth has proved to be an invaluable asset when planning regional press campaigns for our clients. It provides us with a greater depth of understanding of where titles are read and the relative strengths and weaknesses in readership penetration. It is of particular use in developing robust multimedia schedules to support specific branches, sites or retail outlets, for example, allowing the mapping of circulation areas, readership penetration and radio station TSAs.”

David Easton,
senior client services manager, Tri-Direct

“We work with a retail client whose outlets number about 500. The original JICREG data identifies the best-performing titles over each outlet's whole market area. With the new JICREG mapping, we can now easily identify any gaps in that coverage and also the titles that cover these postcode sectors. This may mean that we add a title to the schedule that would not normally be considered. In addition, exporting the maps to PowerPoint is straightforward, with a level of functionality that allows the information to be visualised clearly and precisely.”

Adrian Carter,
media manager, Lowe Broadway

“JICREG mapping is a quick and convenient way to clarify and analyse marketing areas, whether it is drive time, newspaper or specific media areas. The quality and accuracy of the mapping is excellent and is extremely easy to generate via the JICREG system. It makes the planning job so much easier, particularly for multi-media schedules, where an in-depth study of more than one area at a time may be necessary. It really comes into its own for newspaper analysis when used in conjunction with JICREG reporting which is a well designed and useful product in its own right.”

Lilian Foote,
media director, Guy Robertson Partnership

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