



MARKETER'S GUIDE

TRADE PUBLISHING JARGON...DECODED

SOUNDS LIKE

ACTUALLY MEANS

ABOVE THE FOLD	High quality laundry detergent	Content that's visible on the top half of a print or web page.
AUDIT	An accounting term	The annual review of the magazine database that confirms subscribers are who they say they are.
AUDIENCE DEVELOPMENT	A fancy name for teaching	Strategy to acquire and maintain subscribers.
AUDIENCE ENGAGEMENT	Audience development	Strategy to create connections between brand subscribers & partners to build a community.
CIRCULATION	Blood flow	A database of subscribers, their demographics and behavioral data.
DIRECT REQUEST	A demand	Subscriber who signed up on his own. Non-requesters are prospects or employer-subscribed.
EVERGREEN	The family Christmas tree	Content that's relevant & interesting to an audience year-after-year.
FIRMOGRAPHICS	Skin-tightening serum	Data about a subscriber's company, like number of employees or annual revenue.
FIVE W'S & H	Lesser-known boy band	Who? What? Where? When? Why? How?
FRONT OF BOOK	The cover	Content near the front of the magazine; usually timely, topical short articles with graphics.
HED	Beer foam	Headline, typically accompanied by a "deck" in print or "subhead" online; should be attention-grabbing.
HOOK	Spielberg's worst '90s movie	The reason to keep reading; a writer's style and brand voice is often evident here.
INVERTED PYRAMID	"Dark Side of the Moon" logo	The news format that puts the most important information first in a story.
LEDE	Drunk prospecting	The first paragraph of an article (or section of multimedia content); the reason to keep reading.
NEWS PEG	Witty nickname of an old-timey reporter named Margaret	The current event that makes a feature story, opinion piece or blog relevant.
NUT GRAF	A squirrel's map to his winter haul	The second or third paragraph or audio section that makes the point; the thesis statement.
ONE-SOURCE	Small river	A story with a single interview. (If submitting content in hopes of being published, shoot for three.)
ONE-YEAR	The only birthday party where you're obligated to have a gift	A subscriber who has renewed within the past year; most pubs require renewal within 3 years.
TQ	A boxing term.	Total qualified. No. of subscribers who meet a trade publication's requirements for subscription.