

Marketing Glossary of Terms / Notes to Appendix 1

1. Marketing statistics are provided on a quarterly basis and provided as **Appendix 1**
2. We follow best practice guidance set out by the Chartered Institute of Public Relations. The CIPR recommend measuring media activity in terms of Articles Generated, AVE, Sentiment, and Potential Reach.
 - **Articles Generated** refers to the total number of articles published by individual media outlets either on, or mentioning, a particular topic.
 - **AVE** is Advertising Value Equivalent - the amount that it would cost to buy the equivalent amount of advertising space in a publication or broadcast, calculated by column inches and article prominence.
 - **Potential Reach** is the potential number of individuals who would have been reached by the article, based on readership and viewership/listenership figures.
 - **Sentiment** is the overall tone of the coverage, recorded using keyword analysis of articles - either positive, neutral or negative.
3. The 613million potential reach figure quoted is the combined potential reach of the 580 media articles that have been produced, based on the potential readership of each of the media outlets that run the article.