NAMES _____

36.1 Match the categories of newspapers and magazines (1–6) to the descriptions (a–f). Look at A and B opposite and Appendix X on page 117 to help you.

1 daily local freesheet _____
2 fortnightly special interest _____
3 monthly children's magazine _____
4 monthly glossy men's magazine _____
5 regional daily press _____
6 weekly national press _____

a Since October 10, 1870, the *Eastern Daily Press* has been a source of authoritative comment for its readers in Norfolk, North Suffolk and East Cambridgeshire, helping form opinion and encourage debate.
b A leading quality magazine, whether it's fashion, sport, health, humour, politics or music, every month *GQ* covers it all with intelligence and imagination.
c *The Sunday Review* from *The Independent* is part of the 'world's best designed newspaper'. It is renowned for its strong reporting, national news features and cultured outlook.
d *RAIL* is published twice a month in the UK. It is Britain's number one modern rail magazine for news, features, analysis and opinion. Perfect for the railway enthusiast.
e *CY* – A brilliant new intelligent and entertaining magazine for 7 to 12-year-old children. Full of features, activities, puzzles, facts, cartoons and challenges to stimulate and stretch their minds. 12 issues a year.
f *Metro* is designed to be read in about 20 minutes and contains bite-sized national and international news and local information – entertainment previews, listings, weather and travel. We're completely free and you can pick us up Monday to Friday in 15 cities across the country.

36.2 Choose the correct word combinations from the brackets to complete the sentences. There are two possible answers for each question. Look at C opposite to help you.

1 Our (copy deadline is / circulation figures are / readership is) growing year on year.
2 You can book (advertising positions / advertising space / advertising policy) using our secure online booking system.
3 Please click here to download a PDF version of our (media pack / book space / rate card).
4 Before submitting an ad, please make sure you have read and understood the (technical data / advertising space / advertising rates).

36.3 Make word combinations using a word or phrase from each box. One word can be used twice. Look at Appendix XI on page 118 to help you.

centre facing front page full half	matter page solus spread	_____ _____ _____	_____ _____

LOOK FOR THE WORDS FROM 1 AND 2 IN BOLD, THEN PRONUNCE THE WORDS USING THE MICROPHONE

B	A	A	T	A	K	I	B	N	H	H	K	K	C	N	K	Y	G
E	C	D	F	V	Z	U	D	R	F	W	F	C	O	I	Y	U	L
R	O	W	V	O	V	O	U	S	O	I	Y	F	M	S	M	D	O
L	E	E	M	E	R	Z	P	G	L	A	K	R	B	K	D	A	A
I	D	E	F	O	R	T	F	F	O	V	D	E	U	O	P	I	R
N	U	K	B	L	N	T	N	X	K	P	E	S	F	I	D	L	T
E	S	L	V	A	O	T	I	I	W	X	U	H	H	K	L	I	I
R	B	I	X	S	I	C	H	S	G	B	D	E	X	E	J	E	C
X	W	E	T	M	J	B	A	L	I	H	Q	E	N	J	E	S	L
S	S	S	N	F	C	Y	S	L	Y	N	T	T	U	W	U	T	E
R	E	G	I	O	N	A	L	R	L	A	G	S	S	Z	X	B	S
A	P	Q	D	W	J	R	D	T	A	B	L	O	I	D	S	U	K

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

LIVEWORKSHEETS