How to name your newsletter

(Below, see the list of words for newsletter names.)

Newsletter names usually reflect the publication’s mission: Neighborhood News, for example. But unlike media publishers whose publications have very serious names, newsletters can be a little more playful with names. We are not sure where the line is drawn at playful. There was once a group of plumbers who named their publication "Poop from the Group." Creative, what? But, for example, if you had a Colorado humor newsletter, you could easily call it "Boulder Dash". (As it happens this is also the name of a game.)

You don't always have to look for a pun or something cute for the name of your newsletter. In fact, sometimes thinking of a straight-forward name saves a lot of time and effort.

Journal and scientific newsletter names

Scientific, technical, and professional journals tend to name their newsletter "Newsletter." This is probably an attempt to maintain decorum. The Space Telescope Science Institute calls its very professional and interesting newsletter "NEWSLETTER." After all, "The Hubble Babble" wouldn't exactly sound authoritative. But there is always the exception. Case in point: Floating Points, by Mathworks. Or any number of water treatment newsletters all called "Drips and Drops." Another exception: A plant biology organization calls its newsletter 'The Leaflet.'

Political and issue-oriented newsletter names

Political and issue-oriented newsletters tend to include words that suggestion action: network, cause, mission, dynamics. The exception, of course, are any number of humane society newsletters entitled Animal Tales. When the newsletter is targeted at boards of directors or leaders of issue-oriented organizations, the names become more business-like: journal, quarterly, insight. Interestingly a number of conservation and ecology newsletters contain the word "scoop." Notable among these is the Closed-Loop Scoop.

Employee and company newsletter names

Employee newsletters often have very playful names. Imperial Parking Corporation has an attractive newsletter humorously named "Between the Lines." Million Air, a private plane company, has a newsletter entitled "Million Air Miles." Swift brands, a food company, has a handsome newsletter called "Fresh Thoughts." And... just as you might suspect, the Cable Tray Institute's newsletter is named "Cablegram."
Advertising newsletter names and customer newsletter names

One good example of an external newsletter for customers is the ProAssurance newsletter called Medical Risk Management Advisor. This newsletter is targeted to physicians. Its "Advisor" logo graphically imitates its tradename, ProAssurance.

Newsletter name ideas

**Words that suggest speed:**
- speed express
- comet racer
- speedy caller
- telegraph web
- telephone
- stealth eclipse
- action gig
- gigahertz runner
- agile beacon
- blue streak
- breakneck
- brisk chop
- chop dashing
- digital double
- time electric
- expeditious
- expeditious flash
- fleet, flying hair-trigger
- hasty hot hurrier
- hypersonic
- lickety split
- crazy mad
- mercurial
- meteoor nimble
- PDQ posthaste
- presto pronto
- quick racing
- rapid ready screamin' snappy
- speedball swift
- velocious winged

**Words that suggest accuracy:**
- Accuracy truth witness spectator reporter authentic, careful, close, concrete, correct, defined, definite, deft, detailed, discriminating, discriminative, distinct, exact, explicit, factual, faithful, genuine, judicious, just, literal, matter-of-fact, methodical, meticulous, particular, proper, punctilious, punctual, regular, right, rigid, rigorous, scientific, scrupulous, severe, sharp, skillful, solid, specific, strict, systematic, true, unerring, unmistakable, veracious

**Words that suggest content:**
- Content bytes, bits, kilobytes, megabytes, gig news tips resource advisor lines account, advice announcement broadcast bulletin cable cognizance communication copy, data, description, disclosure, discovery, dispatch, dope, enlightenment, expose, eye-opener, front-page news, headlines, hearsay, intelligence, itemization, knowledge, leak,
- lines lowdown, message, narration, news flash, particularization, petition poop, recital, recognition, release, report, rumor, scandal, scoop, specification, statement, story, telecast, telegram, telling, the goods, tidings, word harddrive, measure, shot, network ties press spot voice
- flyer lazer or laserspark

**Words that suggest a person or profession:**
- worker singer seller teller reporter caller talker hunter jumper star flyer scout teacher writer stalker helper lawyer doctor linesman mentor


