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The Newspaper Naming Guide for 2026

Your publication's name is the first thing readers see, on the masthead, the website and every social post. This guide covers the six newspaper styles, the classic naming words and what they mean, name formats, a checklist before you launch and a page to shortlist your favourites.

The six newspaper styles

Style	Who it suits	Example names
Traditional	Classic dailies and broadsheets	The Daily Herald, Springfield Tribune
Modern	Digital-first news sites and newsletters	News Today, The Digital Post
Satirical	Humor and comedy news	The Weekly Wit, The Weekly Roast
Local/Community	Neighborhood and regional papers	Valley Observer, Downtown Dispatch
Student/School	Campus and school papers	Campus Chronicle, Student Herald
Industry-specific	Trade and professional publications	Trade Today, Business Tribune

Classic naming words and what they mean

Herald: the town crier who announced the news. **Tribune:** a Roman official who spoke for the people. **Chronicle:** a record of events in order. **Gazette:** official announcements. **Times:** the events of the day. **Post, Journal, Observer, Monitor, Register:** words of record and watchfulness that sound trustworthy.

Name formats

- **Classic with "The":** The [Place or Topic] [Word], like The Daily Herald.
- **Place first:** the town or area up front, like Springfield News.
- **How often:** Daily, Weekly or Monthly tells readers when to expect you.
- **Topic first:** the subject in the name, like Tech News Weekly.

Before you launch

- **Search the name.** Make sure no paper in your market already uses it.
- **Check the web address and social handles.** The name should be free on the places your readers find you.
- **Say it out loud.** A name readers can recommend by word of mouth spreads faster.
- **Think ahead.** Choose a name that still fits if you grow beyond one town or one topic.

Shortlist your favourites

Fill this in, then make more names on the Newspaper Name Generator.

Your topic, your town and your readers

Three names you like, and the one with a free web address

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