Report from Week 980

in which we listed a set of nifty neologisms that Losers had created in Week 976 by combining two words, but hadn’t accompanied with very nifty definitions. Sure enough, crowdsourcing produced more niftiness. Lots of Losers thought that “ego-fast” was the perfect moniker for Usain Bolt, not just because both words apply so well to him, but also since it works phonetically.

2 Winner of the Stress Relief Kitty: Punfail: A wan-liner! Or a sinking quiet! Or a snort coming! How about a wisecrack? Wait, I know, how about . . . (Tom Witte, Montgomery Village)

3 Egopirate: To take someone down a peg or two. “He was going around the bar like he was God’s gift to women, so Jill had to egopirate on him.” (Jon Reiser, Hilton, NY)

4 We-cation: A trip without golf clubs. (Ward Kay, Vienna)

Cut coiners: Honorable mentions

Mentra: Ommmm-plate, ommmm-fries, ommmm-brew . . . (Barry Rock, Catlett, Va.; Jeff Contopanissi, Ashburn)

Beemen: An interjection said when you don’t really agree with a statement. “The Redskins have a shot this year? Beemen to that, brother.” (Bird Waring, Larchmont, N.Y.)

Beereate: To give an alcohol-inspired analysis of another’s character. “Jone, who no longer works here, soundly beereated the boss at yesterday’s happy hour.” (Rob Hoffman, Fredericksburg)

Prevolving: P-revolving; How Oliver and Orville write their names in the snow. (Laurie Brink, Cleveland, Mo.)

biPod: MP3 player that also comes with a headphone jill. (Kevin Dopart, Washington)

Bipod: A school of whales that swim both ways. (Chris Doyle, Ponder, Tex.)

Egofast: To spend a weekend thinking only of others. Your egofast is the keystone of my Spiritual Actualization regimen; I’m really growing as a person and realizing some of my greatest personal development. Now that I have rehashed my chakras . . . (Kevin d’Eustachio, Greenbelt)

Frankenfriendly: Having a “nice personality.” (Zadoc-Lee Kekeura, Springfield, a First Offender)

Frankenfriendly: Pertaining to cosmetic surgeons who will obligingly give you as many procedures as you want. “Joan Rivers must have a very Frankenfriendly doctor.” (Bruce Niedt, Larchmont, N.Y.)

Frankenfriendly: Said of people who are good enough, and smart enough, and doggone it, their heads are bolted on right. (Pie Snelson, Silver Spring; Edmund Conti, Raleigh)

Diffecation: The strangely disconcerting act of going number two in someone else’s bathroom. “It was only our second date, so there was no diffecation until I got home.” (David Gerser, Poway, Calif.)

Harpoonersm: Sally word inversions, such as “Doby Mick ticked his flail and bapized the coat.” (Gary Crockett, Chevy Chase)

Hyphoan: An unending stream of TV commercials: “Oh no, not another political-aid hyphoan right in the middle of ‘NCIS’!” (Brian Allgar, Paris)

Ignor-ENT: Having lots of “available space” on your “top floor.” (Beverley Sharp, Montgomery, Ala.)

Gentle-ENT: The doctor you see when you have a lot of fluff between your ears. (Jennifer Cohen, Bethesda)

Manese: A dialect of the English language featuring such inexplicable expressions as “that’s what SHE said.” (Anne Paulin, Gaithersburg, a First Offender)

The society for guys who only know one good story. (Russ Taylor, Vienna)

Losery: A failed winery. (Jon Reiser)

Losery: The back page of the Sunday Style section, where the Invitational appears. “Paul and Ringo were secretly pleased to see the Rolling Stones review exiled to the Losery on their 50th anniversary.” (Paul Bunham)

Losery: Almost funny enough for ink. “Fazole’s entries are losery, but not quite magetic.” (John Foe, Brynns Road, Md.)

See more “relogions” in the online Week 983 at wapo.st/StyleInv.

Still running — deadline Monday night — is Week 982, our song parody contest. See wapo.st/invite982

THE MEDIA

U.S. newsstand magazine sales continue slide in 2012

Associated Press

Single-copy sales of U.S. magazines fell nearly 10 percent in the first half of 2012, a troubling sign for publishers that suggests Americans are still being careful about discretionary spending.

The Audit Bureau of Circulations said last week that overall circulation, including subscriptions, was just about flat from a year earlier. But single-copy sales, which are watched more closely because publishers make more money from them, continued to fall. Subscriptions are typically sold at a discount so publishers can increase their circulation and attract advertisers. The industry group said single-copy sales at newsstands and other retailers totaled 26.4 million in the first six months of 2012. That’s down from 29.1 million in the same period last year.

Cosmopolitan was still the top-selling magazine at newsstands, but its sales fell nearly 16 percent, to 1.4 million. Most of the top 25 best-selling magazines saw their sales decline. Family Circle and Woman’s Day were among the exceptions. Weight Watchers magazine saw the biggest sales decline, nearly 28 percent, to 325,950 copies, in the first six months of the year.

Total circulation, which includes digital sales such as issues sold for the iPad, was just about flat at 297.1 million. Paid subscriptions grew 1 percent, to 260 million from 257.2 million.

Magazine sales have been declining because people are more careful about spending in an un-