

Vivid Magazine

IPSO Annual Report

Period Covered: 8 September 2014 to 31 December 2014.

Factual Information about Vivid Magazine:

Title	Print Edition	Digital Edition	Frequency	Circulation
Vivid*	x	x	Bi-monthly	12,500
VividTitles.co.uk				1,500 unique visitors over the time period

* previously called Living Along The Thames

Responsible Person: The regulated entity's responsible person is Serena Edwards

Overview: only print one magazine, now called Vivid. The entity was founded in 2006 and is a magazine media publisher, publishing print and digital editions of the bi-monthly Vivid Magazine as well as e-newsletters (from time to time as in its infancy) and desktop/mobile websites. Local lifestyle magazine in the Thames Valley area.

Internal Guides: The regulated entity has the following internal manuals used by journalists, of which copies are available on request by the regulator.

The Editor's Code – available from IPSO where required

Compliance Procedures: Where required the Editor seeks advice from IPSO in advance of publishing articles to consider matters of compliance with the Editor's Code. We source articles from local businesses and PA featurefile and as such advice, if required, is considered alongside editorial guidance and public interest when refining and publishing any articles.

Verification of stories: Editor takes all appropriate steps to confirm stories

Compliance with Editor's Code: Copies of the Editor's code is available through IPSO and used as required. Where the Regulator finds against a publication in the course of assessing a complaint, the publication will comply with the findings and any remedial action required

Editorial Complaints determined under Regulation 19: Vivid Magazine has a standard complaints procedure. As the main and only contact at the magazine, Serena Edwards, is the only point of contact for complaints and as such all details are available within the magazine and on the website. Members of the public can send emails or call the phone number supplied when submitting a complaint.

If and when we have a complaint we will register it by printing it out and filing it and once assessed we will resolve the manner of the complaint with the member of the public who has contacted us. Where the Regulator finds against the publication when determining a complaint under Regulation 19, the publication will comply with the findings and any remedial action required by the Regulator.

Training of Staff: as required, Serena Edwards will arrange staff training sessions to update on any regulatory changes.

Adverse Adjudications: There have been no adverse adjudications against Vivid Magazine.

Signed: Serena Edwards (Owner and Publisher)

On behalf of Vivid Magazine