

# EyeTo Eye Media Annual Statement 2019

## **Introduction**

Eye to Eye Media is a dynamic consumer publishing company, producing a range of different publications, as well as design websites, apps and digital solutions for delicious. magazine, the Healthy Food Guide and Waitrose.

Delicious was launched in the UK in November 2003 and is one of the UK's leading food titles. It is monthly frequency with circulation ABC audited bi annually. It's website [www.deliciousmagazine.co.uk](http://www.deliciousmagazine.co.uk)

Healthy Food Guide was launched in the UK in March 2011, it is monthly frequency with circulation ABC audited annually. It's website is [www.healthyfood.co.uk](http://www.healthyfood.co.uk)

### **Eye to Eye Media produce the following Consumer Monthly publications**

Delicious Magazine & [deliciousmagazine.co.uk](http://deliciousmagazine.co.uk)

Healthy Food Guide & [healthyfood.co.uk](http://healthyfood.co.uk)

### **Editorial standards**

Eye to Eye Media is committed to upholding the highest editorial standards. It relies upon The Editors' Code of Practice to set its standards. Eye to Eye Media has made staff aware of the Editor's Code of Practice as issued January 2018

Eye to Eye Media has not yet sought guidance from IPSO on how to apply the Editors' Code of Practice. However, it would seek pre-publication guidance if that was necessary for the particular story.

We take all reasonable steps to verify the information we publish. For example, delicious magazine rigorously tests the recipes it publishes before publication.

Eye to Eye Media is committed to staff development and will support staff to undertake relevant training.

Eye to Eye Media has not had any complaints considered by IPSO during the relevant period.

The responsible person is Seamus Geoghegan, Managing Director.