



MEDIA GROUP

Bauer Consumer Media Limited ("BCML") and H Bauer Publishing ("H Bauer") together referred to as "Bauer Media UK"

IPSO ANNUAL STATEMENT

01 January to 31 December 2020 (the "Reported Period")



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1. INTRODUCTION

Bauer Media UK is an entertainment network of iconic, multi-platform brands and part of the Bauer Media Group, one of the world's largest privately owned media businesses reaching 200 million consumers worldwide and operating in 13 countries.

Bauer Media Group's UK publishing business operates under Bauer Consumer Media Limited ("BCML") and H Bauer Publishing ("H Bauer"), together referred to as Bauer Media UK.

A. BCML

BCML joined the Bauer Media Group in January 2008 following the acquisition of Emap PLC's consumer and specialist magazine, radio, online and digital businesses.

BCML's magazine heritage stretches back to 1953 with the launch of Angling Times and the acquisition in 1956 of Motorcycle News, both still iconic brands within our portfolio. Continuing its history of magazine launches, Closer was launched in 2002 and Britain's first weekly glossy, Grazia, was launched in 2005. Our Women's Weekly magazines include Take A Break, which has long been the UK's best-selling women's weekly title, and TV Choice, the UK's biggest selling magazine.

In January 2019, BCML's consumer brands were purchased by H Bauer Publishing, whilst the B2B titles remained in BCML:

BCM Annual ABC release		
Title Name	Total ABC Jul 19 - June 20	Frequency
Automotive Management (Controlled Circulation)	10,475	12 Issues
Total	10,475	

Annual releases		
Title Name	Total ABC Jan 20 - Dec 20	Frequency
Fleet News (Controlled Circulation)	21,473	15 Issues
Rail	17,876	26 Issues
Total	39,349	



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The Responsible Person for BCML is Tina Sany-Davies, General Counsel, Bauer Media UK & Audio.

B. H Bauer

H. Bauer was formed in August 1987 with the launch of women's weekly Bella, which is still published today.

Since 1987 our magazine portfolio has increased considerably covering women's weekly true-life magazine, TV listings, astrology, food and puzzles.

Take a Break has been the biggest-selling women's magazine in the UK for over a quarter of a century and its brand extensions alone sell over 10 million copies each year.

In January 2019, BCML's consumer magazines became part of H Bauer.

H Bauer 6 Monthly ABC Releases		
Title Name	Total ABC Jul 20 - Dec 20	Frequency
Total TV Guide	84,030	Weekly
TV Choice	1,041,826	Weekly
Bella	141,758	Weekly
Take a Break	369,449	Weekly
Take a Break Monthly	172,724	Monthly
That's Life	156,454	Weekly
Closer	106,308	Weekly
Garden Answers	58,289	13 Issues
Garden News	39,613	Weekly
Grazia	85,606	Fortnightly
Heat	73,455	Weekly
Yours	179,802	Fortnightly
TOTAL	2,509,314	



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H Bauer Annual ABC Releases		
Title Name	Total Jan 20 - Dec 20	Frequency
Angling Times	18,497	Weekly
Bike Magazine	31,191	Monthly
Empire Magazine	72,538	13 Issues
Bird Watching	16,932	13 Issues
CAR	51,890	Monthly
Classic Bike	26,213	Monthly
Classic Cars	27,279	Monthly
Classic Car Weekly	20,340	Weekly
Country Walking	37,972	13 Issues
Golf World	21,267	13 Issues
Improve Your Coarse Fishing	17,870	13 Issues
Land Rover Owner International	19,723	13 Issues
Landscape	37,289	13 Issues
MCN (Motorcycle News)	44,421	Weekly
Model Rail	21,631	13 Issues
Mother & Baby	9,708	13 Issues
Practical Classics	32,623	13 Issues
Practical Sportsbikes	15,637	Monthly
Ride	24,831	Monthly
Steam Railway	31,226	13 Issues



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Today's Golfer	36,898	13 Issues
Trail	17,937	13 Issues
Trout & Salmon	18,483	13 Issues
Modern Gardens	25,391	Monthly
Mojo	54,856	Monthly
TOTAL	732,643	

Bauer Media UK - Own Sourced Data

Title Name	Total Sales Jan 20 – Dec 20	Frequency
Crime Monthly	309,594	Monthly
What Bike	9,094	2 Issues
MCN Sports	13,984	3 Issues
Tear' n' Share Kids Activity	38,981	10 Issues
Yours Retro	292,175	Monthly
Trail Running	65,163	6 Issues
Built	27,020	4 Issues
Seasonal Puzzle Collection	230,261	10 Issues
Planet Rock	43,833	4 Issues-closed in 2020
Fiction Feast	272,017	Monthly
Simply You	99,051	6 Issues- closed in 2020
Spirit and Destiny	223,642	Monthly



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Modern Classics	78,443	8 Issues- closed 2020
Car Mechanics	73,950	7 Issues- closed 2020
Take a Break Prize Puzzle Pack	51,989	13 Issues
Closer Puzzle Time	70,641	13 Issues
Closer Bookazone	118,645	7 Issues
Take a Break My Favourite Puzzles	376,794	13 Issues
Heat Bookazine	25,585	2 Issues
Classic Car Weekly Bookazine	16,888	5 Issues
That's life We Love Puzzles	105,579	13 Issues
Yours Specials Bookazine	111,926	9 Issues
Mega Monthly Wordsearch	205,176	13 Issues
Fate and Fortune	612,227	13 Issues
Your Horse	54,398	8 Issues closed 2020
Trout Fisherman	21,153	13 Issues
Tear' n' Share Codebreakers	53,551	13 Issues
That's Life Crime Scene	185,120	5 Issues
That's Life Monthly	678022	10 Issues
Tear' n' Share Crosswords	58,818	13 Issues
Tear' n' Share Wordsearch	57,182	13 Issues
Tear' n' Share Sudoku	59,343	13 Issues
Picture Arrowwords	143,155	13 Issues
Hide n' Seek Wordsearch	199,468	13 Issues



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Codebreakers	180,671	13 Issues
Take a Break Sudoku	185,246	14 Issues
Mini Crosswords	285,831	13 Issues
Puzzle Selection	423,101	14 Issues
Take a Puzzle	654,672	13 Issues
Take a Crossword	835,048	13 Issues
Mini 2 in 1 Wordsearch	42,223	13 Issues
Mini Wordsearch Lite	54,029	13 Issues
Mini Arrowwords	112,424	13 Issues
Mini Codebreakers	150,234	13 Issues
Mini Puzzle Mix	184,686	13 Issues
Mini Wordsearches	225,902	13 Issues
Codebreakers Collection	109,731	14 Issues
Crisscross Collection	184,548	14 Issues
Mojo Bookazine	56,821	7 Issues
Wordsearches	232,410	14 Issues
Classic Cars Bookazine	5,022	2 Issues
Land Rover Owner Bookazine	5,013	3 Issues
Crosswords Collection	329,835	14 Issues
Practical Classics Bookazine	4,430	2 Issues
Steam Railway Bookazine	2,879	1 Issue
Arrowword	532,516	14 Issues



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Take a Break Bookazine		7 Issues
Bella Bookazine	434165	9 Issues
Mother & Baby`	51,276	7 Issues closed in 2020
Practical Photography	172,743	7 Issues closed 2020
Your Horse	72,332	8 Issues sold 2020
Q	149,173	8 Issues closed 2020
TOTAL	10,659,829	

The Responsible Person for H Bauer is Tina Sany-Davies, General Counsel, Bauer Media UK & Audio.

2. OUR EDITORIAL STANDARDS

We recognise the imperative for our journalists to provide good, interesting, relevant and accurate stories for publication in our titles which enables the titles to maintain their position in a highly competitive market place. Notwithstanding this, it remains the case that we require our journalists and contributors to adhere at all times to the legal and ethical responsibilities to which we have always been committed.

It therefore remains the individual and overriding responsibility of each member of editorial staff and of all non-staff contributors to ensure that their behaviour and conduct in researching, securing or presenting for publication any story material is in full compliance with the Editor's Code of Practice (the "Code") and all relevant legal authorities.

We maintain operational guidelines (copies of which are available to IPSO on request) for story gathering which encourage record keeping, double sourcing and rigorous verification of all information and sources. These internal practices ensure that all stories have a credible source and that the information the source has provided is accurate and/or verifiable.



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We recently established an Editorial Board consisting of 10 editors from across our print and digital business to meet monthly with the aim of creating new initiatives to ensure we continue to publish great products for our audiences and fully comply with the Code and all relevant legal requirements.

Our editorial teams continue to work with our recently established Editorial D&I Code (a copy of which is available to IPSO on written request), to ensure: e (i) all content is diverse and inclusive; and (ii) we build teams that are representative of our society.

We have a legal retainer in place with specialist media law practice for some of our publications; who, along with the in-house legal team, provide training sessions and pre-publication clearance and advisory services. All stories are read and assessed pre-publication by a senior editor and sub-editor to ensure the content is compliant with the Code, and if there are any doubts about veracity or legality of the content then it will be referred to the in-house legal team, or the specialist media law practice.

Where necessary, editors and journalists may seek advice pre or post publication from IPSO directly.

IPSO notices are circulated to all Editors when received, including the new guidance on reporting major incidents.

3. OUR COMPLAINTS-HANDLING PROCESS

We treat every editorial complaint seriously and accept complaints made in any form. We have a comprehensive Complaints Policy (see Appendix 1) consistent with other publishers in the magazine industry. All mastheads include IPSO logo and complaints information, and all websites for our titles include a clear "complaints" link at the bottom of every webpage (see Appendix 2) through which users may access our Complaints Policy.



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The Complaints Policy sets out a detailed explanation of what is or is not covered by the Complaints Policy, how to complain, how the complaint will be processed and what the complainant should do if they are not satisfied with the response given. Additionally, our Complaints Policy provides a link to, and contact details for, IPSO should complainants be dissatisfied with the information provided or our response.

Our Complaints Policy provides an email address for complaints: complaints@bauermedia.co.uk. This mailbox is managed by the in-house legal team. If a complaint is sent directly to an editor, they will forward the email to the complaints mailbox address to ensure it is handled and recorded centrally.

Whilst our Complaints Policy is intended only for editorial complaints concerned with potential breaches of the Editors Code ("Editorial Complaints") in practice, we receive a number of queries to this mailbox that are unrelated to editorial complaints or issues. As a result, we introduced a complaints form to help filter adhoc and non-relevant emails.

Editorial complaints are always shared with the relevant publication and editorial team concerned. They will work in collaboration with the legal team and/or external legal advisers to investigate and respond to editorial complaints, seeking a mutually acceptable resolution where possible.

4. OUR TRAINING PROCESS

All editorial staff at Bauer Media UK receive training to ensure that they are made aware of IPSO's role in the industry, how the regulatory system operates, and any other important legal requirements to be considered when producing editorial content.

Training is on-going, in particular on the Editors' Code, defamation, privacy, and copyright issues. This training is provided by the in-house legal team and specialist law firms. Training pre-Covid was held in our offices, since the onset of the Covid pandemic training has been undertaken online via Microsoft Teams meetings.

All editorial staff that attend a training session are asked to register and are provided with a (hard or soft) copy of:



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- The Code; and
- BCML's Complaints Policy.

5. **Adverse Adjudications**

During the Reported Period, one complaint was upheld by the Complaints Committee against H Bauer Publishing: -Sharp v Take A Break, which resulted in the printing of a clarification. We also briefed the editorial teams about the issue and asked them to undertake the following:-

- Increased due diligence when purchasing stories from third parties – so seeking to ensure agencies and freelancers are complying with the editors code of practice;
- Increasing due diligence when purchasing stories directly from individuals;
- Seeking to better use technology (e.g. introducing identity checks where we feel this is necessary to confirm on a video call that someone is who they say they are)

Appendix 1

Bauer Media's Editorial Complaints Policy: [Editorial Complaints Policy 2017-08-03 — Bauer Media Group: Legal \(bauerlegal.co.uk\)](#)

Appendix 2

Today's Golfer magazine welcome page.



EDITORIAL_Ed's
Welcome 410 (TWIST)



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Today's Golfer Website-contact page

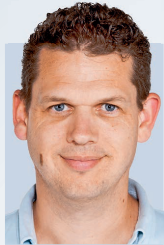
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WOMEN'S GOLF GOES FROM STRENGTH TO STRENGTH



I'm fortunate that I've witnessed many pro swings up close over the years, from the effortless grace of Ernie Els and Rory McIlroy to the sheer brute force of long drive guys like Joe

Miller. But one that really stands out didn't smash it 320 on the fly – it was the ultra-consistent, rhythmic action of Annika Sorenstam.

We were at a Callaway event in Orlando, and mic'ed-up Annika was swatting a new driver down the range. I was astonished by her consistency. Every swing exactly the same. Every ball flight exactly the same. Every yardage exactly the same. She wasn't smashing it over the fence at the back – I recall they were going about 250 yards. But she never missed a target. She never over-exerted herself. You could see why she is one of the best golfers in history, male or female.

I was reminded of that afternoon when reading Kevin Brown's special feature on the women's game (see page 46), in which he interviewed four women about the state of play – Annika, Catriona Matthew, Georgia Hall and Amy Boulden (below).

Their insight about where the current women's game is, and where it's going is fascinating. It seems it has never been in better shape, despite the current challenges.

There's more to be achieved, of course, but the R&A's Women in Golf charter is delivering – participation is heading in the right direction (partly thanks to so many engaging female pros on social media), TV coverage and purses are growing, and events are getting more innovative (Annika and Henrik Stenson are due to host the Scandinavian Mixed tournament in Sweden this summer).

Out-going LPGA Tour boss Mike Whan recently summed up the progress he and others have made, saying: "I feel so good about the future of the game. It's not us against everybody as I felt it was 11 years ago. I really feel like it's golf now, pushing together to succeed, and that matters." I couldn't agree more.

Chris Jones, Editor



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