

## Recycler Publishing & Events Ltd

### IPSO 2020 Annual Report

#### 1. Recycler Publishing & Events Ltd

##### 1.1. The Recycler title encompasses:

Title / Platform	Audience
The Recycler – Print edition	4,500+
The Recycler – Digital edition	7,500+
Online – TheRecycler.com	198,688+
Direct	48,000+
Via eNewsletters	22,500+
Via Social Media	7,800+
Via other site referrals	5,200+
Via The Recycler App	2,700+

##### 1.2. Responsible person:

Stefanie Unland is the responsible person within the organisation for the reporting period. Her contact details are:

Email: [s.unland@therecycler.com](mailto:s.unland@therecycler.com)

Phone: 01993 899 800

##### 1.3. Overview

The Recycler was first published in 1991 and Recycler Publishing & Events Ltd was formed in 2006 to facilitate a management buyout of “The Recycler” title. We are a B2B publisher focused on the global office imaging and remanufacturing industry that is worth £12Billion per year, globally.

One person and a team of talented columnists and freelancers write, produce all of our content that is delivered across The Recycler platform.

We have a global audience of 40,000+ remanufacturing and office imaging businesses and professionals, European member state Governments, NGO’s, trade bodies and academic institutions.

In the year 2020:

- TheRecycler.com was ranked **492,516** out of 1.7billion globally
- TheRecycler.com ranked **28,096** in the UK
- TheRecycler.com ranked in the first million websites in **77 countries**.
- TheRecycler.com received visitors from **221 countries**

## Audience

Our audience gender split is 35% female and 65% male.

63% of our audience is under 44 years of age.

Print remains our primary publication, but Covid-19 has meant that while the print run has remained constant the readership has reduced in favour of our website and digital edition.

In 2020 postage increased, but other costs remained stable. We continue to mail paid subscriptions worldwide; however controlled circulation is now limited to European countries and countries where the post integrity is above 90%. All other countries are encouraged to read our digital edition.

Our print audience is smaller, but highly relevant and our digital audience is growing.

## 2. Internal manuals, codes or guidance used by journalists.

These are set out at Annex A - ?

## 3. Editorial Compliance

### 3.1. Our editorial standards

During 2020 The Recycler followed the Editor's Code of Practice (2019 edition). Each year we review and implement any material changes to the code and will do so for the 2021 edition. Each member of the editorial staff has a copy, and all new staff are briefed and receive a copy of the code.

During the staff probationary period, we hold a series of one to one and group sessions to discuss and inform our editorial policy.

All staff have undergone training in our Code of Conduct and complaints handling procedure.

**Attribution** - Staff will seek to attribute information to its source, and they will always declare the use of pseudonyms in their work. They will seek to avoid being compromised by a source and to use multiple sources wherever possible. Where a source seeks anonymity, the journalist shall first consider the motives of the source and find alternative attributable sources. Quotes not attributed to a named source will only be used with the Editor's approval. Where confidences are accepted, the journalist will respect and protect them in all appropriate circumstances.

The vast majority of the stories that we publish are non-contentious business stories, but we do have breaking stories where we could lose the prestige of being first to publish because we follow a strict attribution policy.

During 2020 there were no issues relating to attribution.

**Complaint handling** - We accept editorial complaints by email, telephone, fax and letter and all complaints are handled by the Responsible Person and a record of the complaint and response is kept on file.

We act immediately on any complaint that we receive and respond promptly to acknowledge the complainant and advise them that the complaint will be investigated, and they should expect a response within three working days. At the time we acknowledge the complaint we will notify them that we have, and follow, our Code of Conduct and if they are unhappy with how we are handling their complaint or the outcome of our investigation they can take the complaint to IPSO and that we have agreed to be bound by any IPSO ruling.

Most complaints that we receive are about factual inaccuracy that can occur when a story is translated, and we always correct the story live on our website and publish a correction in the magazine if the correction warranted it. In both cases, we would consult with the complainant.

Readers can check our website "how to complain" page.

The IPSO mark is displayed in both print and online publications.

We received no complaints in 2020.

**Fact checking** – We serve a global audience and must compete with Asian and US-based competitors for a limited range of stories. The time and geographical spread means that we have an eight- hour window of opportunity to research and confirm the stories.

The vast majority of the stories that we publish are non-contentious business stories. However, it is our policy to check stories and make a record of the sources in our news management system.

We have not had to seek pre-publication advice from IPSO.

Regular (daily) meetings are held with the news team to ensure the facts and context of stories are correct before writing and publication.

Where IPSO advices of complaint adjudications they are circulated to the editorial team.

Interviews are normally made by email and Skype but are not contentious. Where an interview is sensitive, we would seek to record it via Skype and seek permission to do so. We have not recorded any contentious interviews in 2020

Where an editorial issue outside the scope of our Code of Conduct might arise then the responsible person would be required to seek guidance from IPSO.

**Guidance and information** – We share IPSO guidance, changes to the Editor's code and various legal and relevant briefings with our news and editorial teams.

**Transparency** – The company family owned and day to day control is with Stefanie Unland who is also the Managing Director.

**Conflicts of interest** – The publication supports two trade associations. In our day-to-day business it is inevitable that we discover information about various businesses and industry politics. Like a doctor or lawyer, we do not to share any information until it is deemed publishable, and these we seek appropriate comments. This can lead to allegations of a conflict of interest.

## Recruitment and Training

During 2020 we did not recruit any new staff and postponed plans to recruit suitable editorial talent until the second half of 2021 at the earliest.

Training, where needed, is delivered using online resources, one to one training sessions delivered personally or via online video conferencing and regular team meetings held in a central location.

## Our training Process

There were no new hiring's during 2020, however training with our team continues on a regular basis and each month we review published stories, and our magazine for relevance, accuracy and readability. This is driven by a daily selection of stories that are prioritised and published. These are then compared a) against our analytics to see what our audience thought were the best stories, versus our choice. B) compare our competitors' stories to determine if we were first, if we covered stories they did not or if they had run stories we had not.

We have begun broadcasting a regular podcast and that has involved a steep learning curve both in story selection, hosting a podcast and the postproduction work required when the guests are not in a studio, or even in the same country.

## Our record on compliance

We have not received any complaints in the relevant period.

## GDPR

Since the introduction of the GDPR regulations in 2018 we had to discontinue using a significant portion of our email database. This partially recovered in 2019 and continued to grow in 2020 to 32,500. The social media interaction is growing as is the number of registered users of our website at just over 19,000.

We estimate it will take a further three years to full recover our email audience to pre GDPR levels.

## Impact of Covid-19

In the first half of 2020 we saw the readership of our print edition reduce from 4.25 people per issue to less than 2. This was primarily because of delays in mail services and some countries receiving no mail for several weeks at a time. At the same time, work from home strategies saw the magazine delivered to the subscriber's office, but not making the final journey to the subscriber. While negative, there was increased traffic to our website and a higher readership of our digital edition.

In the second half of 2020 the readership of our print edition has increased to around 2.5 people per issue, mainly as a result of sending out more magazines and increased usage of our website and digital editions of our magazine.

Financially, 2020 was an Annus Horribilis, with advertising, event and subscription revenues down 40%. While still profitable, prudent fiscal planning and management meant that new technology and marketing plans and a new conference event have had to be postponed to late 2021 and 2022.

2020 also saw a shift in advertising revenue towards creative content and digital delivery, a trend that is continuing into 2021.

## Brexit

We have transitioned through Brexit, however this resulted in a staff reduction in the UK and an increase in the EU.

The Recycler is still published in the UK but is produced and mailed from within the EU. We have seen an improvement on delivery times and reduced our costs with the exception of the UK. Shipping from the EU to the UK has both increased in cost by 38% and typically takes 4 days longer. UK politicians put this down to teething problems, our perception is that it is a permanent situation.

## Annexe

1. 2019 Code of Ethics
2. Dealing with legal (IP) issues
3. How to complain.

## The Recycler Magazine Code of Ethics

*The editorial management of the magazine is founded on the principles of candour, honesty and honour. We have no wish to mislead, abuse or discriminate.*

**"Knowledge is Power"**, but our most valuable asset is our integrity, and the wisdom to use our power constructively. It is this that the code is designed to protect.

The code reflects our editorial values, and it applies to the editorial staff of The Recycler and, where relevant, its casual employees, freelancers and contributors. In interpreting and applying the code, the interests that shall always be paramount are those of the public. Community values evolve, and the code will be reviewed from time to time to ensure it reflects what our readers expect of us.

### Honesty

Staff will report and interpret honestly, striving for accuracy, fairness and disclosure of all essential facts. They will not suppress or distort relevant facts. They will do their utmost to offer the right of reply, and they will separate comment from the news.

### Impartiality

Staff will not allow personal interest, or any belief or commitment, to undermine their accuracy, fairness or independence.

### Fairness

Staff will use fair, honest and responsible means to obtain material. They will identify themselves and the magazine before obtaining interviews or images.

### Independence

Staff will not allow advertising or other commercial considerations to undermine accuracy, fairness or independence, or to influence the nature of the magazines' coverage. Advertising copy that could be confused for editorial should be marked "special promotion."

### Privacy

Staff will strike a balance between the right of the public to information and the right of individuals to privacy. They will recognise that private individuals have a greater right to protect information about themselves than do public officials and others who hold or seek power, influence or attention. They shall not exploit the vulnerable or those ignorant of media practices.

### Respect

Staff will respect private grief. They have the right to resist pressure to intrude.

### Relevance

Staff will not place unnecessary emphasis on personal characteristics, including race, ethnicity, nationality, gender, age, sexual orientation, family relationships, religious belief or physical disability.

## **Plagiarism**

Staff will not plagiarise.

## **Attribution**

Staff will seek to attribute information to its source. They will always declare the use of pseudonyms in their work. They will try to avoid being compromised by a source and to use multiple sources wherever possible. Where a source seeks anonymity, the journalist shall first consider the source's motives and find alternative attributable sources. Quotes not attributed to a named source will be used only with the managing editor's approval. Where confidences are accepted the journalist will respect and protect them in all appropriate circumstances.

## **Honest Presentation**

Staff will present pictures and sound that are true and accurate. They will disclose manipulation that could mislead.

## **Complaints & Corrections**

Complaints shall be dealt with promptly and respectfully. Material errors in the magazine and its related publications and websites will be corrected or clarified publicly as soon as is practicable. Findings by the United Kingdom Independent Press Standards Organisation or the defamation courts involving the magazine will be reported promptly.

## **Public Activities**

Staff shall avoid any prominent activity in partisan public causes that compromises, or appears to compromise, the journalist or the magazine. Membership of organisations or activity that may compromise the journalist's or the magazine's reputation shall be declared to the managing editor.

Staff shall not produce material for use in the magazine or its related publications when they are a member of an organisation with an active interest in that issue.

Columnists and contributors writing on an issue where they have a direct or indirect interest are to declare that interest to readers after receiving approval from the managing editor to write on that topic.

If it is possible that the activities of a member of a journalist's immediate family may compromise the journalist or the magazine, the staff member shall inform the managing editor.

## **Financial Interests**

Staff shall avoid taking a specific financial interest or participating in economic activities and arrangements, that could conflict with their obligations of fairness and integrity, or that could be perceived to do so.

They will avoid writing about issues in which they have a financial interest, either directly or through their immediate family. If they do write about such matters, they shall first obtain permission from the managing editor, and that interest will be declared where it is deemed necessary.

Staff will comply with all codes of practice relating to the disclosure of financial interests relating to any company they write about to the managing editor.

## Endorsements

Staff shall not give paid endorsements for any product, service, political party or other lobby, nor shall they provide advertising copy, public relations services or media training on a commercial basis.

## Contests

Staff will submit work only to contests whose central purpose is to recognise journalistic excellence, and not to competitions designed primarily to promote a product, an industry or a lobby. The managing editor will make the decision on which competitions are entered.

## Cheque book Journalism

No payment shall be offered to sources for interviews or access.

## Personal Advantage

Those working for the magazine shall not use their position with it to seek any benefit or advantage not afforded to the public. Such advantages include discounts, priority bookings, access to venues, retail or wholesale sales, restaurant bookings, real estate queues and upgradings.

## Gifts

Gifts shall not be accepted, other than those of a small and inconsequential nature. Those known or estimated to be worth more than £10 will be donated to charity.

## Hospitality

Staff shall ensure that accepting hospitality does not oblige them or the magazine to their hosts. Invitations to attend a lunch or dinner should be repaid where possible. Accepting invitations for corporate hospitality where the purpose of the visit or the event is to develop contacts will be permitted, but staff shall inform the managing editor before accepting such invitations.

## Travel & Accommodation

The magazine shall pay its own way. It will not accept free or materially subsidised travel and accommodation. However, in exceptional circumstances, the managing editor may approve subsidised travel. Travel can be accepted when it is included in a recognised education scholarship, where the editor is satisfied that neither the journalist nor the magazine will be compromised. Where it is not possible to buy tickets on commercial services the unpaid portion of the travel shall be declared.

## Tickets & Events

Staff shall not solicit tickets. Complimentary tickets may only be accepted by a staff member who is covering or reviewing that event. Journalists may also accept tickets for events for which they are accredited, as may reviewers for events that are designated as media only (for example, media screenings of films). All other tickets will be paid for.

## Working for Others

Staff journalists wishing to undertake outside work shall first seek the approval of the managing editor. They shall not work for direct competitors. Staff offering work to other publications, or seeking, or being offered, commissions from them, will first ascertain that the magazine does not wish to publish the work.



Staff having their work published elsewhere shall require an acknowledgement that they work for the magazine if it so wishes. Where the magazine does not want such acknowledgement, the journalist shall ensure its wish are met. Such work must not compromise this code or other magazine standards.

Staff wishing to accept or undertake speaking engagements, or to represent the magazine in other media outlets, shall first seek approval from the managing editor. Before undertaking such activities, staff shall satisfy themselves that in doing so they are not compromising themselves or the magazine.

### **Casual Employees, Freelancers & Contributors**

All casual employees, freelancers and contributors shall abide by this code when on assignment for the Recycler and should avoid any conflict of interest that would harm the integrity of the magazine.

They shall declare to the managing editor all relevant circumstances under which a story has been written or edited or any other conflicts that should be disclosed.

For the Recycler commissions, they shall not accept materially subsidised travel or accommodation.

No casual employee, freelancer or contributor shall represent themselves as working for the Recycler without an express commission from it.

## The Recycler - Dealing with legal (IP) issues

### Annexe 2

Intellectual property issues are by their nature complex and for whatever reason usually involves the intellectual property holder taking action against an alleged infringement. Since the IP holder initiates most stories in the press, the first reports tend to be reported from the IP holders' perspective. The detail of the story is found in the legal papers themselves, and since the IP holders are the complainants, it will be their argument in their words.

In 19 out of 20 stories, the essence is IP holder complaints are usually against the aftermarket and occasionally against another IP Holder. The Recycler's community is primarily an aftermarket audience of small and medium-sized entrepreneurial owner managers that are, in the main, very sensitive to IP issues that might impact on their businesses.

*The Recycler* wants to balance the editorial demands to break a story with getting the story facts and context correct, and to provide our audience with a balanced and objective news report. We do this in the time available by doing as much research as possible into the story, including contacting the parties and other experts for their comments, opinions and details of the patent, so that a balanced and fair story can then be presented to our readers that will allow them to make their own opinion, with information on the patent behind the case.

If you are in the news with an IP issue, you should seek appropriate legal and public relations advice? Our editorial team operates within our editorial code of ethics and cannot advise on how you should react to a story or write your press releases. However, we do have a consultant PR specialist who we can refer you to for advice independent of our editorial team.

The decision to publish a story will always vest with *The Recycler* editor in chief.

## Recycler Publishing & Events Ltd

### IPSO 2020 Annual Report

#### Appendix 3

The Recycler Ombudsman can look into complaints about articles in our magazine and the online services that we control. The Recycler Ombudsman looks at complaints and queries against The Recycler Editorial Code.

The Recycler follows the IPSO Editor's Code of Practice and is reviewed annually, or if any material changes in law and forms the basis of The Recycler Editorial Code.

Before contacting The Recycler Ombudsman, you should read through The Recycler Editorial Code to understand whether the ombudsman is the correct route for your complaint. The Recycler Editorial Code handles complaints in 16 areas. They are:

- Accuracy
- \*Privacy
- \*Harassment
- Intrusion into grief or shock
- \*Reporting suicide
- \*Children
- \*Children in sex cases
- \*Hospitals
- \*Reporting of crime
- \*Clandestine devices and subterfuge
- Victims of sexual assault
- Discrimination
- Financial journalism
- Confidential sources
- Witness payments in criminal trials
- \*Payment to criminals
- The Public Interest

Where there are asterisks above, The Recycler Editorial Code recognises that complaints should be weighed against a judgment as to whether the story is in the public interest.

The job of The Recycler Ombudsman is “to collect, consider, investigate, respond to, and where appropriate come to a conclusion about readers’ comments, concerns, and complaints in a prompt and timely manner, from a position of independence within the paper”. The Recycler Ombudsman won’t look at complaints that fall outside of The Recycler Editorial Code and is tasked to resolve substantial complaints and queries from individuals who feel we’ve breached The Recycler’s editorial standards and he reserves the right not to consider complaints:

- From anyone not personally and directly affected by the matter which forms the subject of the complaint.
- That are trivial, hypothetical or otherwise vexatious or insignificant.
- That are without justification (such as an attempt to argue a point of view or to lobby).
- About advertising (unless in exceptional circumstances).
- About reader offers.
- That are legal complaints.

### How to complain

Please read The Recycler Editorial Code to understand whether The Recycler Ombudsman can consider your complaint. You can then email The Recycler Ombudsman office directly on [ombudsman@therecycler.com](mailto:ombudsman@therecycler.com) or write to The Recycler Ombudsman, The Recycler, Wittas House, Two Rivers Estate, Witney, OX28 4BH, United Kingdom. Please include the following information:

- The article you’re complaining about.
- The date on which it appeared.
- Whether the article appeared in print or online (and whether through a browser or via one of our mobile apps).
- The nature of your complaint in no more than 500 words.
- Which part of the Editorial Code it breaches.

When making a complaint, you agree to respond promptly to any request for further information. Our complaints process is free of charge, regardless of the outcome.

We reserve the right to amend this policy as required. We will publish the current policy on our website. Your complaint will be considered against the published policy on the date of receipt of your complaint.

### What happens to your complaint?

Once we’ve received your complaint, you should receive an automated reply acknowledging receipt. If your complaint is being taken up, we aim to contact you within 48 hours.

We aim to give a substantive response to your complaint within 28 days of receiving all the necessary information to allow us to investigate. However, this may take longer in more complex cases where more information is required, or where journalists are away or unreachable.

If we receive multiple complaints about the same issue, we may not respond to all.

If The Recycler Ombudsman believes there to have been a breach of The Recycler Editorial Code, he will suggest an appropriate remedy. Corrections and clarifications will appear on the relevant web page and/or in the newspaper.

We will always aim to handle your complaint fairly, courteously and with respect. We expect the same behaviour from complainants and reserve the right to decline to consider complaints that are abusive or gratuitously offensive.

If at any stage of your complaint we do not hear back from you within 28 days, we will consider your complaint satisfied and closed.

### **Appeal process**

If you are unhappy with our final response to your complaint The Recycler Ombudsman will direct you to IPSO.

### **Useful links**

[IPSO](#)

[Editors Guide](#)