

IPSO Annual Report

Period covered: 1 January 2022 to 31 December 2022

1. Factual information about the Regulated Entity

1.1. The Regulated Entity and titles published by the Regulated Entity

The Regulated Entity is Hurst Media Company Limited, which includes titles responsible for publishing double-page spreads, native articles, digital content and allied products. Those titles are:

- Hurst Media Company Limited;
- Checklist (checklists.co.uk);
- Celebrity Secrets; and
- EasyWays.

Please see the appendix.

1.2. Responsible Person

The Regulated Entity's responsible person is James Hurst, Managing Director.

1.3. Overview of the nature of the Regulated Entity

The Regulated Entity is a trusted media publisher. The Times, The Guardian, Daily Mail, The Sun, Metro, The Express, Yahoo! News, Evening Standard, The Mirror, The Observer, MailOnline, Huffpost, Sun Online, This is Money and Apple News are some of the national news brands publishing positive content in partnership with The Regulated Entity. All titles have been listed in the appendix.

The Regulated Entity's double-page spreads, advertorials, branded content and competitions are placed within national newspapers, magazines and influential online platforms. Where the Regulated Entity provides editorial services to associated titles, which have been listed in the appendix.

2. Internal guidance on editorial compliance

The following guides and codes of practice are made available to all staff on the Regulated Entity's shared server:

- The IPSO Editors' Code;
- The Regulated Entity's own Company Handbook and other advice notes;
- The Guardian's Editorial Guidelines (Guardian Media Group plc titles published by the Regulated Entity are subject to these Guidelines in addition to the Regulated Entity's own guidance and the IPSO Editors' Code);
- Training materials on media law and ethics; and
- The National Union of Journalists' Code of Conduct.

3. Compliance Procedures

Our editorial team is trained in media law and regulation with graduate qualifications in journalism, media, and allied subjects.

The Regulated Entity's editorial staff take all necessary steps to verify content. The Regulated Entity's business is founded on the longstanding trust of its readers and so accuracy and authority are at the heart of our content.

Editorial staff aim to identify potential legal and regulatory issues in copy and are accustomed to submitting such copy to the in-house compliance team for pre-publication advice. The compliance and editorial team work together to ensure that potential issues are resolved in good time prior to publication.

Where necessary, the Regulated Entity will take specific pre-publication advice from the Advertising Standards Authority (ASA) Copy Advice Team. The Regulated Entity has not yet sought pre-publication advice from IPSO but appreciate that this option is available and will use it if necessary.

3.1.a. Compliance with the Editors' Code

Links to the Editors' Code are provided for all editorial staff through the Regulated Entity's shared server. Changes to the Code are notified to editorial staff by the in-house compliance team using email, and other internal communications, as they are made.

3.1.b. Complaints handling

Any and all complaints relating to editorial content are received by editorial@hurstmediacompany.co.uk.

The Checklist website clearly states the following:

This website adheres to the Independent Press Standards Organisation's Editors' Code of Practice. If you have a complaint about the editorial content which relates to inaccuracy or intrusion, then please [contact the editor here](#). If you are dissatisfied with the response provided you can contact IPSO [here](#).

In the event that a complaint is received, it is logged by the editor and any concerns are promptly addressed. The complaint will then be investigated and responded to accordingly. Any and all complaints are resolved on an individual basis. Any editorial errors are corrected as soon as possible.

The IPSO mark is displayed in the signature of all Hurst Media Company emails. It is also displayed in the footer of <https://www.hurstmediacompany.co.uk/> and <https://www.checklists.co.uk/>.

3.2. Adverse adjudications

There have been no instances of complaints against Hurst Media Company Limited which have been ruled on by IPSO's complaints committee. The responsible contact at Hurst Media Company is James Hurst.

3.3. Training of staff

The in-house compliance team provides training to all new and returning staff at their point of entry into the business.

New starters will have induction training which includes relevant aspects of advertising law and an introduction to the work of IPSO. This also highlights the tools and resources available to them on the Regulated Entity's shared server. This initial training covers many aspects of advertising regulation and is intended to ensure that all staff understand the importance of compliance and know where within the organisation they can seek help, advice, or further training.

The Regulated Entity's HR team works with the compliance team to identify staff who require more in-depth training on any given issue. Within the organisation, this could include training on the legal compliance of advertisement content, editorial compliance, image consent and so on.

The in-house compliance team offers learning sessions on media law, competition law, advertising and other areas of law and regulation, via the ASA resources section. IPSO's role and work forms a fundamental part of this training.

4. Adverse adjudications during previous years

There were no adverse adjudications made against the Regulated Entity in 2022.

Signed:

Shannon Maher
Staff Writer
On behalf of Hurst Media Company Limited

Submitted to IPSO: 3 April 2023

APPENDIX

1. National Press

- 1.1 Double-page spreads
- 1.2 Supplements
- 1.3 National Magazines

1.1

The Times
The Guardian
The Sun
The Sun on Sunday
Sunday Times
Sunday Express
Sunday Mirror
The Observer
The Evening Standard
The i



HURST MEDIA™

The UK's trusted media partner

The Metro
The Telegraph
Daily Express
Daily Mirror
Daily Mail
Mail on Sunday

1.2

The Guardian
The Telegraph

1.3

New Scientist
Times Magazine
Guardian Weekend Magazine
Sunday Times Magazine

2. Digital news sites

Checklist and Celebrity Secrets
Sun Online
Yahoo! News
Woman & Home
The Times Online
MailOnline
HuffPost
DailyMail.com
Thisismoney.co.uk
Metro.co.uk

3. Digital display advertising

Checklist
The Guardian
Apple News
MailOnline
The Sun Online
This is Money
Metro.co.uk

4. Consumer data and competitions

Checklist

5. Media services and buying

Competition formatting

WORD COUNT

Competition advertorials have a slightly lower word count than standard advertorials, as there is a colour block header to make the competition stand out more.

Make sure to bear this in mind between tabloid and magazines.

HEADLINES

Headlines should always be formatted 'Win a XX' 'Worth £XX!', i.e. "Win a home office stationery bundle. Worth £250!"

If there are multiple winners or prizes, this should be made clear in the headline, and added as a 'total worth' for the value.

BODY COPY

Sometimes advertisers try to fill up their word count with copy like 'we are giving away this fantastic prize to a lucky winner' etc. This is a waste of the word count – it should just focus on what the prize is, information about the products/service and about the company if it fits.

ONLINE PAGE

Technically we aren't limited to a word count for the online page, so an advertiser could provide different copy for the landing page, which should go through subbing as well to ensure it's not nonsense on our website.

URL

URLs are assigned after the brand name or company, and should be one word.

You do not need to include this in the subbed word doc, as the designer will add this (as we are currently setting up comp pages).

CALL TO ACTION

Copy should still end in a call to action. As usual, this would be referring the reader to the advertiser's website to find out more, and their contact details. They may include a discount/offer code in this part as well.

Win a cosy and luxurious Rabbit rug for your home Worth £169!

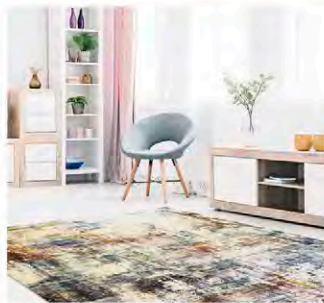
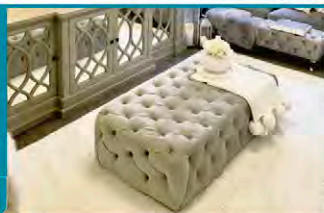
Enter here

hurstmediacompany.co.uk/win/rug

CREATE A STATEMENT to your home décor with a unique rug. At The Rug Shop UK, they ensure that you will receive the rug which you have always wanted. With over 25,000 different carefully selected designs and colours for you to choose from, you definitely won't miss out!

The team has made selecting the right rug as easy as possible with a newly designed webstore, ensuring all products are represented as accurately as possible by using professional photography and product videos, helping you to see the rug in as much detail as possible.

The Rug Shop UK stocks large variety of rugs such as wool, shaggy, striped, modern contemporary or classic traditional styles including top designer brands such as Ted Baker, Calvin Klein, Orla Kiely, Louis De Poortere and many more. With an extensive range of rugs, you will be sure to find the right rug for your home!



You can buy with confidence as all prices are guaranteed to be the lowest online thanks to a price match promise and free delivery – there is no wonder why they are rated excellent by customers. Currently they are running a January sale, offering up to 30% off on all rugs! Just use the promocode **RSOFF** to receive your discount. You can buy rugs online.

Take a look at one of the number one best sellers, as highly recommended by some of the top lifestyle influencers – The Rabbit Rug. Get the popular super soft Rabbit Rugs (120 X 170cm) in a colour of your choice (worth £169).

THE RUG SHOP UK

Buy rugs online at therugshopuk.co.uk and for further information call 0113 887 9393 or email at sales@therugshopuk.co.uk



Win delicious plant-based snacks delivered to your door Worth £49.99!

Enter here

hurstmediacompany.co.uk/win/healthynibbles

SEARCHING FOR HEALTHIER SNACK ALTERNATIVES?

Healthy Nibbles is an award-winning Edinburgh-based snack company that rounds up the best vegan goodies to create a delicious box, helping you to maintain a healthy, plant-based lifestyle.

As a sustainable and eco-conscious business, Healthy Nibbles operates with the least negative impact on the planet, people or animals, whilst all

products featured are free from artificial sweeteners, preservatives and additives. The Vegan Snack Box is perfect for sharing with the whole family, or kept as a home-working/office snack stash.

With hundreds of on-the-go snacking products, Healthy Nibbles make it easy to discover new, delicious and healthier options that you will love – try one of their boxes today!

Visit healthynibbles.co.uk or call 0333 1238575 to find out more. Use code **CHECKLIST** at checkout for 15% off. Follow @healthynibbles



HEALTHY NIBBLES

Win the ultimate Curry On Cooking gift hamper Worth £150!

Enter here

hurstmediacompany.co.uk/win/curryon

Winners of Best Curry Kits, the Spice Sisters at Curry On Cooking have created eight restaurant-style, healthy, easy meals that are quicker than ordering a takeaway. The kits include a shopping list, recipe and contain no added nasties; perfect for a Boxing Day curry feast.

You can now order the new subscription boxes which have been launched in time for Christmas. Create authentic Indian dishes at home such as samosas, bhajis and naan bread. Each month spices, recipes, and videos ensure you rustle up a feast to impress.



HERE'S TO A CURRYLICIOUS CHRISTMAS! Cook like a pro with this fantastic hamper which includes a three-month cookery subscription, gift set with curry kits, spice tin and Balti dishes.

It is also worth checking out the stacking lunch boxes, chapatti making kits and Indian spice tins. For a free curry kit*, quote the code **TIKKA** at checkout when you visit curryoncooking.com

*Minimum spend is £17 to qualify for this offer – valid until 18 December.

Editorial: Best Practice

SUBBING COPY

While copy is subbed to third person, our formatting conventions and general editorial standard, (if the copy is generally well written) the core message shouldn't be edited too much as clients often complain if copy loses too much of their own style.

CODES AND LINKS

Advertisers should not refer to the newspapers in offer codes or custom URLs so it doesn't appear the newspaper is the one endorsing the brand.

We suggest Checklist to be referred to, but any other generic word relating to the brand is also acceptable. If someone puts the code 'GUARDIAN10' for example, this should be changed to 'CHECKLIST10' on the subbed copy doc, and add a note for Design that you have changed this so they can advise the client.

OVERWRITING FILES

If you make changes to an InDesign (InCopy) file it is best practice to save over the file, rather than having multiple named versions in one folder.

To be clear that an advertorial has been subbed, mark the file with a blue dot.

SUBBING COPY TO FIT

If too much copy has been supplied, Design may leave this overset on the design file for Editorial cut down to fit within a text box.

CALL TO ACTION

Contact details should be formatted as a sentence, i.e. 'Visit website.com or call 00000 000000 for more information'.

If the call to action ends with the website address, do not put a full stop on the end of it, as it looks weird. Though do include one if there is another sentence after it; or it may be worth reordering the sentence structure.

If an advertiser has any copy they want to make stand out more, suggest to incorporate this into the call to action. If there is a discount code or offer this should be included in the call to action.

Social media handles, email addresses and shops and stores can be included here. Addresses should only be included if the advertiser specifically wants readers to come to the address.

BULLETS/NUMBERS

Word counts are calculated based on the full line length being filled. Bulleted/numbered lists tend not to fill the entire line length (and also incur a larger indent), so long lists containing short points should not be included in subbed copy to not affect the word count too much. Editorial should reformat these lists into better sentences.

In some cases, a bulleted/numbered list may be the most effective way to communicate certain parts of the copy, so it doesn't always have to be reformatted.

STYLE GUIDES

Refer to Hurst Media's style guides for any other house style formatting rules and conventions.

HEADLINES

In the specs, Production say that Editorial will write a headline for the advertorial (based on the body copy, so we can control the overall spread). However, sometimes advertisers provide one, and sometimes they don't. So either one will need to be written for them by Editorial during subbing, or the headline provided in the advertiser's original copy should be checked/subbed as appropriate.

CAP CODES

It is Editorial's responsibility to ensure all advertorial copy complies with the ASA's CAP codes. The full CAP code can be read at www.non-broadcast-code.html

Editorial can put an asterisk* within the copy and leave a note for Design to request the advertiser to provide a source when Design proof the advertorial to the advertiser.

Alternatively, Editorial can write a disclaimer to be included as small print for certain claims in health, cosmetic, dietary or financial products.

PROOFREAD

Make sure to spell check before advertorials are proofed out to avoid the embarrassment of the client spotting any mistakes.

CONTENT CHECK

All adverts for Celebrity Secrets need to be approved by Editorial for their content. In addition to CAP code compliance, if there are any major spelling errors in the ad, the client should be warned, asked to correct and resupply.

Editorial house style

HEADLINES

Headlines should exclude full stops at the end. Question marks are acceptable, as are exclamation marks but we should avoid overusing them. Ideally, ellipses should be avoided.

NAME FORMATTING

Products and brand names mentioned should be formatted with every first letter uppercase (e.g. Jimmy's Iced Coffee).

Treatments should be first letter lowercase (e.g. liposuction, gastric bypass, dental reconstruction).

Names of TV shows, movies and media publications should be every first letter uppercase and formatted in italics e.g. *Love Island*, *The Times*, *Harry Potter*.

Format awards with every first letter uppercase e.g. The Best Food Award.

NUMBERS & DATES

Numbers should be written out as a word up until nine, thereafter should be written as a number i.e. eight, nine, 10, 11.

Always use commas for numbers in the thousands e.g. 1,000.

Dates should be formatted cardinally (excluding 'st', 'th', etc) e.g. 28 February 2020

CALL TO ACTION

Contact details should be incorporated into a sentence at the end of the copy. Websites, phone numbers, emails or socials, as well as promotional offers should be included in this part.

If a CTA ends with a website/link or email, do not end the sentence with a full stop.

Addresses should not be included in CTAs unless the advertiser specifically wants readers to come to the address.

WEBSITES

Remove www. from website addresses e.g. google.com (not www.google.com). If an advertiser is concerned about www. not prefacing their web address 'Visit our website at...' can be added before the web address instead for extra clarity.

PHONE NUMBERS

Phone numbers for London numbers should be in the 3-4-4 format (i.e. 020 0000 0000). Outside of London should be 5-6 format (i.e. 00000 000000).

'AND'

Don't use ampersands (&) in body copy, just use the word 'and'

THIRD PERSON

Advertorial copy about the company/brand should read in the third person (i.e. they, it) so it appears the information is coming from us (Checklist, Celebrity Secrets) as a third party.

First person is acceptable within quotes, and requires a citation around it for context. It is also acceptable to sub copy without referring to a grammatical person.

QUOTES

Format any quotes in the body copy in italics.

WIDOWS AND ORPHANS

Avoid widows – never leave one word or two short words on one line at the end of a paragraph.

Avoid orphans – never leave two short words or less at the top of a new line in a new column, or at the bottom of the last line in a column.

CODES AND LINKS

Advertisers should not refer to the newspapers in offer codes or custom URLs. Instead, only the Checklist (or Secrets) brand should be referred to, or another generic word is acceptable

More editorial style guides

CHECKLIST

You can refer to *The Guardian's* style guide (theguardian.com/guardian-observer-style-guide-a) for further reference to the correct spelling, grammar and capitalisation of many words and phrases (categorised alphabetically).

CELEBRITY SECRETS

Refer to *OK!'s* style guide for further reference to the acceptable spelling and conventions of many words, names and phrases.

CODE OF CONDUCT

A JOURNALIST

Members of the National Union of Journalists are expected to abide by the following professional principles

- 1** At all times upholds and defends the principle of media freedom, the right of freedom of expression and the right of the public to be informed.
- 2** Strives to ensure that information disseminated is honestly conveyed, accurate and fair.
- 3** Does her/his utmost to correct harmful inaccuracies.
- 4** Differentiates between fact and opinion.
- 5** Obtains material by honest, straightforward and open means, with the exception of investigations that are both overwhelmingly in the public interest and which involve evidence that cannot be obtained by straightforward means.
- 6** Does nothing to intrude into anybody's private life, grief or distress unless justified by overriding consideration of the public interest.
- 7** Protects the identity of sources who supply information in confidence and material gathered in the course of her/his work.
- 8** Resists threats or any other inducements to influence, distort or suppress information, and takes no unfair personal advantage of information gained in the course of her/his duties before the information is public knowledge.
- 9** Produces no material likely to lead to hatred or discrimination on the grounds of a person's age, gender, race, colour, creed, legal status, disability, marital status, or sexual orientation.
- 10** Does not by way of statement, voice or appearance endorse by advertisement any commercial product or service save for the promotion of her/his own work or of the medium by which she/he is employed.
- 11** A journalist shall normally seek the consent of an appropriate adult when interviewing or photographing a child for a story about her/his welfare.
- 12** Avoids plagiarism.

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The NUJ believes a journalist has the right to refuse an assignment or be identified as the author of editorial that would break the letter or spirit of the code. The NUJ will fully support any journalist disciplined for asserting her/his right to act according to the code.