

# Haymarket Media Group

## IPSO Annual Report

Period covered: January-December 2015

### 1.0 Factual Information about Haymarket Media Group

Haymarket Media Group produces 69 regulated publications (we have counted digital and print as separate items, since the content strategies of each do not necessarily overlap).

#### ONLINE

Brand (Jan-Dec 2015)	Av monthly Visits	Av monthly Users	Av monthly Page Views
<b>CONSUMER MEDIA</b>			
Autocar.co.uk	3,432,504	1,968,137	8,268,478
Autosport.com	4,898,827	1,498,810	13,183,144
Caravan Sitefinder *	96,208	82,611	351,193
Classic & Sports Car	176,589	109,259	578,761
FourFourTwo.com	2,858,006	1,751,850	6,520,608
Pistonheads.com	8,583,056	4,166,333	57,310,629
Practical Caravan	161,437	95,459	368,272
Practical Motorhome	60,456	40,384	123,920
Management Today	155,445	115,000	222,821
Stuff.tv	3,428,435	2,732,185	7,618,044
What Car.com	3,394,615	2,316,749	14,342,901
Whathifi.com	2,903,582	1,793,221	8,611,967
<b>Total UK - HCM</b>	<b>34,532,456</b>	<b>19,838,865</b>	<b>129,281,225</b>
* audit from Jan 1st-May 31st 2015. Site sold.			
<b>BUSINESS MEDIA</b>			
Brand Republic	277,868	170,991	607,714
Conference & Incentive Travel	30404	17117	53519
Campaign	362,380	223,939	627,978

Ends	52,944	30,309	141,795
Ends Europe	10963	3965	26742
Event	103,174	70,861	219,112
GP	184,457	147,198	274,519
Horticulture Week	154,892	102,119	391,792
Marketing	302,733	204,843	397,240
Medeconomics	5,372	4,174	19,159
Media Week	87,699	54,339	158,345
MIMS	104,603	87,242	215,940
MIMS Learning*	8,477	4,944	53,559
Planning Resource	162,660	76,367	386,308
PRWeek	336,906	219,642	667,834
SCMagazine UK	83,974	67,683	118,288
Third Sector	234,985	145,673	668,640
Waste	5,372	1,507	4,184
Windpower	85,338	51,008	148,609
Windpower Offshore	9965	5640	16159
<b>Total UK - HBM</b>	<b>8,933,613</b>	<b>6,242,308</b>	<b>19,974,073</b>

\* Site launched July 15

## IN PRINT

### Titles Published - HAYMARKET CONSUMER MEDIA

Title	Print edition	Digital edition	Frequency	Circulation
Autocar	x	x	Weekly	35,521
Autosport	x	x	Weekly	20,833
Classic & Sports Car	x	x	Monthly	67,356
F1 Racing (UK Edition)	x	x	Monthly	44,610
FourFourTwo	x	x	Monthly	64,972
Management Today	x	x	10 issues pa	72,150*
Motorsport News	x	x	Weekly	8,219
Practical Caravan	x	x	13 issues pa	22,896

Practical Motorhome	x	x	13 issues pa	12,120
Stuff	x	x	Monthly	62,624
What Hi-Fi, Sound & Vision	x	x	Monthly	29,503
What Car?	x	x	Monthly	61,062

\* Source – Audit Bureau of Circulation

\* All periods audited are January – December 2015

#### **Titles Published - HAYMARKET BUSINESS MEDIA**

<b>Title</b>	<b>Print edition</b>	<b>Digital edition</b>	<b>Frequency</b>	<b>Circulation</b>
Campaign	x		Weekly	3925
Car & Accessory Trader	x		Monthly	15,928
Conference & Incentive Travel	x		9 issues per annum	18500
Ends Report	x		Monthly	1250
Event Magazine	x		5 issues per annum	4982
GP*	x	x	Fortnightly	32000
Horticulture Week	x		Fortnightly	6000
Marketing	x		Monthly	11,800
MIMS Dermatology	x		Twice yearly	7,842
MIMS	x		Quarterly	25,100
MIMS Learning+	x		Monthly	35,000
Planning	x		Fortnightly	6300
PRWeek	x		Monthly	8959
Third Sector	x	x	Monthly	3764

Windpower Monthly	x		Monthly	1700
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\*Title ceased in print July 2015, digital issue remains

+ Title launched in Sept 2015

### **Titles Published - HAYMARKET NETWORK**

<b>Title</b>	<b>Print edition</b>	<b>Digital edition</b>	<b>Frequency</b>	<b>Circulation</b>
Beautiful Christmas 2015	x		Annual	3,084,717
Beautiful Gardens 2015	x		Annual	4,639,388
IB World	x		Bi Annual	33,100
Berkeley Magazine	x		Annual	27,940
Make Solar Sense	x		1st Edition	21,500
Work.Magazine	x		Quarterly	15,747
People Management	x		Monthly	134,853
People Management		x	Monthly	
Supply Management	x		10 issues per year	27,500
Forever Sports	x		Monthly	104,974
Forever Sports		x	Monthly	

\* All periods audited are January – December 2015

#### **Responsible Person**

Haymarket Media Group's responsible person is Brian Freeman

#### **Overview**

Haymarket was founded in 1957 and is a magazine media publisher, publishing print and digital editions of monthly/weekly magazines as well as e-newsletters and desktop/mobile websites.

Haymarket UK has the following internal manuals used by journalists, of which copies are available on request by the Regulator:

The Editors' Code  
Haymarket Code of Conduct

3.0 **Compliance Procedures** *How the Regulated Entity deals with:*

**a Pre-publications guidance under regulation 4.5**

Where required editors and journalists seek advice from IPSO in advance of publishing articles to consider matters of compliance with the Editors' Code. This advice is then considered alongside editorial guidance and the public interest when refining and publishing any articles.

**b Verification of stories**

Journalists and editors take all appropriate steps to confirm stories.

**c Compliance with the Editors Code**

Copies of the Editor's Code are supplied to all journalists, as well as copies listed on the intranet/shared drives. 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**

Haymarket Media Group has a standard complaints procedure across all publications, which is published on the website of each title. Members of the public can register an editorial complaint under this procedure by completing an online form, or by submitted a complaint in writing to the company address.

Complaints received in line with the published procedure, or referred from IPSO, are logged on a complaints record and then assessed by the responsible person, who will seek to resolve the matter with the complainant. Complaints that fall outside the procedure, i.e. are not editorial complaints, are logged and referred to the relevant department/person.

Where the Regulator finds against a publication when determining a complaint under Regulation 19, the publication complies with the findings and any remedial action required by the Regulator.

**Training of Staff**

When required, Haymarket arranges staff training sessions to update staff on regulatory changes. New joiners are supplied with a staff handbook and copy of the Editors Code.

Haymarket provides regular legal training sessions for its journalists to ensure that they adhere to the law. Those sessions reference the Editors Code, as do the more informal Legal Wednesday sessions we run with our lawyers.

**4.0 Adverse Adjudications**

There have been no adverse adjudications against Haymarket.

SIGNED:

A handwritten signature in black ink, appearing to be 'BJF', is written above a horizontal line.

On behalf of Haymarket Media Group UK

Submitted to IPSO:

11/03/2016