

**Hearst Rodale UK Limited Annual Report  
8 September - 31 December 2014 (the "Relevant Period")**

Introduction

Hearst Rodale UK Limited is a 50:50 joint venture between The National Magazine Company Limited (t/a Hearst Magazines UK) and Rodale Inc formed in 2004. Hearst Magazines UK is a wholly owned subsidiary of the Hearst Corporation and was founded in 1910 by William Randolph Hearst.

Hearst Rodale publishes 4 brands and each print brand has an online presence. The brands are listed below.

- Women's Health
- Men's Health
- Runner's World
- Triathlete's World (online only)

Hearst Rodale has a monthly print audience of approximately 1,724,000 and a combined monthly digital audience of approximately 1,211,000.

The Responsible Person for Hearst Rodale UK is Anna Jones (Board Director and Chief Executive Officer of Hearst Magazines UK).

Our editorial standards

Hearst Rodale is a responsible publisher. It seeks to maintain a high standard of journalism and instils this in the editorial staff through regular training and updates.

It's editorial guidelines are available on Hearst intranet and staff are directed to this upon joining.

We insist upon compliance with the Editors' Code and the relevant legislation. The legal team works closely with Editors and journalists to advise on upcoming publications. Staff submit content to the legal team for review prior to publication where any issues pertaining to the Code (or the legislation) may arise.

Hearst Rodale uses best practices to ensure that all content is accurate. Our journalists are required to verify all stories by checking facts using reputable sources. Further, all journalists must ensure that their interviewees fully understand the purpose of the interview and consent to the publication of their words. Wherever possible, journalists are required to tape their interviews and keep detailed notes. Freelancers are also required to keep detailed notes and copies of all source materials, to be provided to Hearst Rodale on request.

Once completed, every article is subsequently reviewed and fact-checked by a subeditor. Finally, where an article is submitted for legal review, the legal team will seek further and sometimes additional clarification of facts and discuss the source of the content with the writer.

IPSO notices are circulated to all Editors when received.

Where Hearst Rodale receives pre-publication guidance from IPSO, the legal team will discuss the guidance with the Editors and journalists, and review the relevant content in light of IPSO's guidance.

Where deemed necessary, the content will be revised. Hearst Rodale will also communicate any key learnings from IPSO's pre-publication guidance to its editorial teams.

### Our complaints-handling process

During the Relevant Period, editorial complaints were submitted to an email address that was administered by the legal team. However, due to the lack of structure in the format, the email address was not used correctly and was used for non-editorial complaints (e.g. subscription issues or general feedback). As a result of this, and following the launch of IPSO, the complaints process was updated and a Complaints Form was implemented. The Complaints Form is available as part of our Complaints Policy which is available on all magazine websites and also on the central Hearst website (<http://www.hearst.co.uk/hearst-magazines-uk-complaints-procedure>). When an individual calls, emails or writes to make a complaint, they will be asked to submit the complaint in writing to [complaints@hearst.co.uk](mailto:complaints@hearst.co.uk) or directed to the Complaints Policy on the relevant website.

Once a Complaint is submitted it is automatically directed to an electronic inbox administered by the legal team. An initial response is provided to the complainant, either asking for further information or acknowledging the complaint and explaining that it is being investigated. An investigation is then carried out by the legal team with the Editor and journalists in question before a full substantive response is provided to the complainant. We then work with the complainant to find a resolution.

Wherever possible, Hearst Rodale seeks to resolve complaints directly with complainants. However, where we investigate a complaint and in our view there has not been a breach of the Code, we are happy to refer complainants directly to IPSO.

### Our training process

Editorial legal training is provided internally on a biannual basis to the editorial teams, most recently, in March 2015.

The training covers the Editors' Code, Defamation and Privacy law, and information and guidance on other relevant regulations and legislation.

### Our record on compliance

During the Relevant Period 0 complaints were referred for Adjudication during the Relevant Period.

1 complaint was received alleging a breach of the Editors' Code. This was resolved informally through IPSO and a voluntary clarification was published in the relevant publication - Men's Health.

Hearst Rodale does not publish its editorial guidelines but is happy to make these available to IPSO on a confidential basis for its own review.

Signed for and on behalf of Hearst Rodale UK by

A handwritten signature in blue ink is written over a horizontal dotted line. The signature is stylized and appears to be 'ANNA JONES'.

ANNA JONES