

## Hearst Rodale UK Limited Annual Report 1 January 2015 - 31 December 2016 (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 5 brands and each print brand has an online presence. Online only titles are in bold, below.

- Women's Health
- Men's Health
- Runner's World
- **Triathlete's World**
- **Fetch Everyone**

Hearst Rodale has a monthly print audience of approximately 1,735,000 and a monthly digital audience of approximately 617,000.

The Responsible Person for Hearst Rodale UK during the relevant period was Aimee Nisbet (Hearst of Legal 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

Hearst Rodale uses a Complaints Form. 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 an annual basis to the editorial teams, most recently in Spring 2016. Our 2017 training program will be underway shortly.

The training covers the Editors' Code, defamation, privacy and contempt of court law, as well as information and guidance on other relevant regulations and legislation.


#### Our record on compliance

During the Relevant Period, 0 complaints were referred to IPSO for adjudication.

No other complaints were received which raised significant concerns about compliance with the Editors' Code.

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 Limited by**



.....

**AIMEE NISBET**