



MEDIA GROUP

Bauer Consumer Media Limited ("BCML") and H Bauer Publishing  
("H Bauer")

# IPSO ANNUAL STATEMENT

01 January to 31 December 2019 (the "Reported Period")



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## 1. INTRODUCTION

Bauer Media is an entertainment network of iconic, multi-platform brands and part of the Bauer Media Group, one of the world's largest privately owned media business with media assets all over the globe offering over 600 magazines in 16 countries, as well as online platforms, TV channels, and radio stations.

Bauer Media Group's UK publishing business operates under Bauer Consumer Media Limited ("BCML") and H Bauer Publishing ("H Bauer").

### A. BCML

BCML joined the Bauer Media Group in January 2008 following the acquisition of Emap PLC's consumer and specialist magazine, radio, online and digital businesses.

BCML's magazine heritage stretches back to 1953 with the launch of Angling Times and the acquisition in 1956 of Motor Cycle News, both still iconic brands within our portfolio. Continuing its history of magazine launches, Closer was launched in 2002 and Britain's first weekly glossy, Grazia, was launched in 2005.

In January 2019, BCML's consumer brands were purchased by H Bauer Publishing, whilst the B2B titles remains in BCML.

Annual release		
Title Name	Total ABC Jul 18 - June 19	Frequency
Automotive Management (Controlled Circulation) (Jul 18-June 19)	10,475	12 issues
Fleet News (Controlled Circulation) (Jan 19-Dec 19)	21,473	15 issues
Rail (Jan 19-Dec 19)	19,397	26 issues
<i>Total</i>	<i>51,345</i>	

The Responsible Person for BCML is Tina Sany-Davies, General Counsel.



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## B. H Bauer

H. Bauer was formed in August 1987 with the launch of women's weekly Bella, which is still published today.

Since 1987 our magazine portfolio has increased considerably covering women's weekly true life magazine, TV listings, astrology, food and puzzles.

Take a Break has been the biggest-selling women's magazine in the UK for over a quarter of a century and its brand extensions alone sell over 9 million copies each year.

In January 2019, BCML's consumer magazines became part of H Bauer:

6 monthly releases		
Title Name	Total ABC Jul 19 - Dec 19	Frequency
Total TV Guide	87,990	Weekly
TV Choice	1,101,077	Weekly
Bella	147,762	Weekly
Take a Break	416,695	Weekly
Take a Break Monthly	175,030	Monthly
That's Life	173,472	Weekly
Closer	155,368	Weekly
Garden Answers	43,319	13 issues
Garden News	33,526	Weekly
Grazia	102,427	Weekly
Heat	112,778	Weekly
Yours	220,475	Fortnightly
<b>TOTAL</b>	<b>2,769,919</b>	



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Annual Releases		
Title Name	Total Jan 19 - Dec 19	Frequency
Mojo	55,913	Monthly
Q Magazine	28,359	13 issues
Angling Times	19,378	Weekly
Bike Magazine	31,813	Monthly
Empire Magazine	81,221	13 issues
Bird Watching	15,428	13 issues
CAR	44,764	Monthly
Classic Bike	30,776	Monthly
Classic Cars	31,003	Monthly
Classic Car Weekly	21,439	Weekly
Country Walking	33,148	13 issues
Golf World	21,267	13 issues
Improve Your Coarse Fishing	18,022	13 issues
Land Rover Owner International	23,008	13 issues
Landscape	29,780	13 issues
MCN (Motorcycle News)	48,525	Weekly
Model Rail	22,663	13 issues
Mother & Baby	9,708	13 issues
Practical Classics	37,014	13 issues
Practical Sportsbikes	19,041	Monthly
Ride	28,057	Monthly
Sea Angler	15,524	13 issues
Steam Railway	32,365	13 issues
Today's Golfer	39,189	13 issues
Trail	19,186	13 issues
Trout & Salmon	17,020	13 issues
Practical Photography	32,860	13 issues
Modern Gardens	26,517	Monthly
<b>TOTAL</b>	<b>832,988</b>	



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Bauer own sourced Data

Title Name	Total Sales Jan 19 –Dec 19	Frequency
Crime Monthly	252,430	Monthly
What Bike	21,231	4 issues
MCN Sports	26,607	4 issues
Tear n Share Kids Activity	31,207	5 issues
Performance Bike	9,999	12 issues
Yours Retro	162,241	6 issues
Trail Running	80,541	6 issues
Built	54,411	8 issues
Seasonal Puzzle Collection	230,423	8 issues
Planet Rock	94,243	7 issues
Fiction Feast	272,981	Monthly
Simply You	302,144	Monthly
Spirit and Destiny	275,583	Monthly
Parkers Car Price Guide	37,111	Monthly
Modern Classics	134,522	Monthly
Food to Love	93,069	Monthly
Car Mechanics	159,897	Monthly
Take a Break Prize Puzzle Pack	28,511	8 issues
Closer Puzzle Time	52,039	7 issues
Thats life We Love Puzzles	64,590	7 issues
Mega Monthly Wordsearch	85,502	7 issues
Fate and Fortune	707,669	13 issues
Your Horse	110,658	13 issues
Trout Fisherman	140,059	13 issues
Tear n Share Codebreakers	51,677	13 issues
Thats Life Crime Scene	171,543	4 issues
Tear n Share Crosswords	60,776	13 issues
Tear n Share Wordsearch	64,062	13 issues
Tear n Share Sudoku	66,632	13 issues



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TAB My Favourite Puzzles	300,806	13 issues
TV Choice Puzzle Pick	41,478	13 issues
Picture Arrowwords	154,283	13 issues
Hide n Seek Wordsearch	204,801	13 issues
Codebreakers	194,095	13 issues
Take a Break Sudoku	210,318	13 issues
Mini Sudoku	248,729	13 issues
Mini Crosswords	315,847	13 issues
Puzzle Selection	434,473	13 issues
Take a Puzzle	653,735	13 issues
Take a Crossword	787,393	13 issues
Mini 2 in 1 Wordsearch	58,217	7 issues
Mini Wordsearch Lite	85,942	13 issues
Mini Arrowwords	128,633	13 issues
Mini Codebreakers	173,299	13 issues
Mini Puzzle Mix	247,752	13 issues
Mini Wordsearches	264,193	13 issues
Codebreakers Collection	104,977	14 issues
Crisscross Collection	187,244	14 issues
Wordsearches Collection	200,784	14 issues
Wordsearches	257,823	14 issues
Crosswords Collection	284,084	14 issues
Arrowword	536,304	14 issues
<b><i>TOTAL</i></b>	<b><i>9,917,568</i></b>	

The Responsible Person for H Bauer is Tina Sany-Davies, General Counsel.

## 2. OUR EDITORIAL STANDARDS

We recognise the imperative for our journalists to provide good, interesting, relevant and accurate stories for publication in our titles which enables the titles to maintain their position in a highly competitive market place. Notwithstanding this, it remains the case that we require



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our journalists and contributors to adhere at all times to the legal and ethical responsibilities to which we have always been committed.

It therefore remains the individual and overriding responsibility of each member of editorial staff and of all non-staff contributors to ensure that their behaviour and conduct in researching, securing or presenting for publication any story material is in full compliance with the Editor's Code of Practice (the "Code") and all relevant legal authorities.

We maintain operational guidelines (copies of which are available to IPSO on request) for story gathering which encourage record keeping, double sourcing and rigorous verification of all information and sources. These internal practices ensure that all stories have a credible source and that the information the source has provided is accurate and/or verifiable.

We have legal retainers in place with specialist law firms for some of our publications; who, along with the in-house legal team, provide regular training sessions and pre-publication services. All stories are read and assessed pre-publication by a senior editor and sub-editor to ensure the content is compliant with the Code, and if there are any doubts about veracity or legality of the content then it will be referred to the in-house legal team, or specialist law firm.

Where necessary, editors and journalists may seek advice pre or post publication from IPSO directly.

IPSO notices are circulated to all Editors when received, including the new guidance on reporting major incidents.

### **3. OUR COMPLAINTS-HANDLING PROCESS**

We treat every editorial complaint seriously and accept complaints made in any form. We have a comprehensive Complaints Policy (see Appendix 1) consistent with other publishers in the magazine industry. All mastheads include IPSO complaints information, including logo and all websites for our titles include a clear "complaints" link at the bottom of every webpage (see Appendix 2) through which users may access our Complaints Policy.





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The Complaints Policy sets out a detailed explanation of what is or is not covered by the Complaints Policy, how to complain, how the complaint will be processed and what the complainant should do if they are not satisfied with the response given. Additionally, our Complaints Policy provides a link to, and contact details for, IPSO should complainants be dissatisfied with the information provided or our response.

Our Complaints Policy provides an email address for complaints: [complaints@bauermedia.co.uk](mailto:complaints@bauermedia.co.uk). This mailbox is managed by the in-house legal team. If a complaint is sent directly to an editor, they will forward the email to the complaints mailbox address to ensure it is handled and recorded centrally.

Whilst our Complaints Policy is intended only for editorial complaints concerned with potential breaches of the Editors Code ("Editorial Complaints") in practice, we receive a number of queries to this mailbox that are unrelated to editorial complaints or issues. As a result, we introduced a complaints form to help filter adhoc and non-relevant emails.

Details of all complaints received are recorded by the legal team, including: the name of the complainant; the nature of the complaint; the publication and article; the date the complaint was received; whether an acknowledgement email has been sent and the date on which it was sent; any action taken and any response received from the complainant.

Editorial complaints are always shared with the relevant publication and editorial team concerned. They will work in collaboration with the legal team and/or external legal advisers to investigate and respond to editorial complaints, seeking a mutually acceptable resolution where possible.

#### **4. OUR TRAINING PROCESS**

All editorial staff at both BCML and H. Bauer receive training to ensure that they are made aware of the IPSO's role in the industry, how the regulatory system operates, and any other important legal requirements to be considered when producing editorial content.



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Training is on-going in particular on the Editors' Code, defamation, privacy, and copyright issues. This training is provided regularly by the in-house legal team and specialist law firms. Training is scheduled in both our London and Peterborough offices. This ensures that editorial staff who have not attended, together with new joiners, and/or staff who would like to refresh their knowledge have an opportunity to attend.

All persons that attended a training session are asked to register and they are also provided with a copy of:

- The Code; and
- BCML's Complaints Policy.

#### 5. ADVERSE ADJUDICATIONS

During the Reported Period, there have been no adverse adjudications against BCML or H Bauer.

## Appendix 1

### Bauer Media's Editorial Complaints Policy





appendix 1 IPSO  
Compliants Policy.pdf

## Appendix 2

5 GREAT REASONS TO SUBSCRIBE!

1. Never miss another issue. There are 13 issues a year.
2. Save roughly half price when you pay by direct debit for print & digital versions.
3. Get great advice from our experts to make the most of your garden, month by month.
4. Be inspired by other readers' beautiful gardens and pick up tips and ideas from gardeners like you.
5. Buy the magazine as a present for a green-fingered friend. It's the gift that keeps on giving!



The screenshot shows the subscription page for Garden answers. It features a 'SUBSCRIBE' button, a 'CONTACT US' link, a 'NEWSLETTER' link, and a 'COVER GALLERY' link. There are also images of magazine covers for 'Garden answers', 'LandScape', and 'Garden NEWS'. A 'FREE SEEDS' offer is highlighted. At the bottom, there is an 'ipso. Regulated' logo and social media icons for Facebook, Twitter, and Instagram.



appendix 2.pdf