

IPSO Annual Report

Period covered: 1 January 2021 to 31 December 2021

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 two companies responsible for publishing double-page spreads, native articles, digital content and allied products. Those companies are:

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

Please see the appendix.

1.2. Responsible Person

The Regulated Entity's responsible person is Laura Forsyth, Managing Editor.

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, they 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 staff writers and the managing editor 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. 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.

3.2. 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 Laura Forsyth.

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 starts 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 2021.

Signed:

Laura Forsyth
Managing Editor
On behalf of the Hurst Media Company Limited

Submitted to IPSO: 1 April 2022

APPENDIX

1. National Press

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

1.1

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



HURST MEDIA™

The UK's trusted media partner

2. Digital news sites

Checklist

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