

# **Recycler Publishing & Events Ltd**

## **IPSO 2022 Annual Report**

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Editor & Publisher

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## Recycler Publishing & Events Ltd

### IPSO 2022 Annual Report

#### 1. Recycler Publishing & Events Ltd

##### 1.1. The Recycler title encompasses:

Title / Platform	Audience
The Recycler – Print edition	4,000+
The Recycler – Digital edition	9,000+
Online – TheRecycler.com	163,000+
Direct	29,500+
Via eNewsletters	20,000+
Via Social Media	14,450+
Via other site referrals	6,500+
Via The Recycler App	4,200+

##### 1.2. Responsible person:

Stefanie Unland is the responsible person within the organisation for the reporting period. Her contact details are:

Email: [s.unland@therecycler.com](mailto:s.unland@therecycler.com)

Phone: 01993 899 800

##### 1.3. Overview

The Recycler is a B2B publication that has been in circulation since 1991. In 2006, Recycler Publishing & Events Ltd was established to facilitate a management buyout of the title. The focus of the publication is on the global office imaging and remanufacturing industry, which is valued at £12 billion annually worldwide.

All the content on The Recycler platform is produced by a single individual and a team of skilled columnists and freelancers. The platform reaches a global audience of over 40,000 businesses and professionals in the remanufacturing and office imaging industries, as well as European member state Governments, NGO's, trade bodies, and academic institutions.

In the year 2022:

- TheRecycler.com received visitors from **162 countries**
- Our largest audience is now the USA and it increased **by 17.55%**
- Our UK audience increased **by 14.82%**
- Our European audience increased **by 31.74%**
- Our Chinese audience declined **by 34.87%**
- Our Japanese audience declined **by 10.75%**

## Audience

Our audience gender split is 45.84% female and 54.15% male.

76.5% of our audience is under 44 years of age.

As of 2022, our primary publication still remains in print, however, due to ongoing postal delays, our print magazines sent outside of Europe are facing severe delays. Prior to the pandemic, mail to Taiwan would take only 6 days, but in 2022, there was no improvement in mail services, resulting in an average delivery time of 4-6 weeks, similar to delays experienced in China.

Despite maintaining our average print run in 2022, our readership has decreased as more people opt to access our news through social media and our digital edition. In addition, we faced increased postage and paper costs in 2022, though our other expenses remained stable.

As a result of these challenges, we continue to limit controlled circulation to European countries and countries where the post integrity is above 90%, and we encourage readers in other countries to access our digital edition instead. However, we continue to mail paid subscriptions worldwide.

Despite the decline in our print audience, we remain relevant to our smaller but highly engaged readership, while our digital audience continues to grow.

### Good news

We successfully held our first conference since 2019, and it was a great success as it sold out.

Despite the rise of virtual events and webinars, it was refreshing to see that face-to-face interactions still hold value and can create an immersive experience for attendees. Being able to network, engage in meaningful conversations, and connect with like-minded individuals in person was a reminder of the power of human connection and the importance of in-person events.

## 2. Internal manuals, codes or guidance used by journalists.

These are set out at Annex 1 - 3

## 3. Editorial Compliance

### 3.1. Our editorial standards

In 2022, The Recycler upheld the Editor's Code of Practice (2021 edition) and ensured that all editorial staff were familiar with its contents. Our staff underwent training in our Code of Conduct and complaints handling procedure, emphasizing the importance of attribution and protecting sources.

We take great care to attribute information to its source and avoid the use of pseudonyms unless necessary. Our journalists seek to use multiple sources whenever possible and carefully consider the motives of sources who seek anonymity. Quotes without attribution require approval from the Editor, and we always respect and protect the confidences of our sources.

While the majority of our stories are non-contentious business stories, we do cover breaking news where we uphold the same rigorous standards of ethical journalism.

During 2022 there were no issues relating to attribution.

**Complaint handling** - The Recycler accepts editorial complaints by email, telephone, fax, and letter and promptly responds to acknowledge the complainant. We inform them that we follow our Code of Conduct and, if unsatisfied with our investigation, they may take the complaint to IPSO, which we are bound to follow.

Readers can check our website "how to complain" page.

The IPSO mark is displayed in both print and online publications.

We received no complaints in 2022.

**Fact checking** – Although we serve a global audience, we ensure factual accuracy by checking stories and making a record of sources in our news management system. We hold daily meetings with the news team to ensure accuracy and context.

**Guidance and information** – We share IPSO guidance and legal briefings with our staff for transparency.

**Transparency** – The company is family-owned, and day-to-day control rests with Managing Director Stefanie Unland.

**Conflicts of interest** – We support two trade associations and come across sensitive information about businesses and industry politics. Similar to a doctor or lawyer, we don't share any information until it's publishable and seek appropriate comments to avoid any conflict of interest allegations.

## Recruitment and Training

During 2022 we did not recruit any new staff and postponed plans to recruit suitable editorial talent until 2023 at the earliest.

Training, where needed, is delivered using online resources, one to one training sessions delivered personally or via online video conferencing and regular team meetings held in a central location.

## Our training Process

In 2022, we did not hire any new staff, but we continued to train our team regularly. Every month, we review our published stories and magazine for accuracy, relevance, and readability. Our daily selection of stories is prioritized and published, and we compare them with our analytics to determine which stories were most popular with our audience. We also compare our competitors' stories to ensure we are staying ahead.

Additionally, we have recently started broadcasting a regular podcast which has required a learning curve for story selection, hosting, and post-production, especially when guests are not in the same location.

## Our record on compliance

We have not received any complaints in the relevant period.

## GDPR

We are on track to hit our 2025 target of fully recovering our email audience to pre-GDPR levels. In 2018, we had to stop using a significant portion of our email database due to GDPR regulations. However, our database began to recover in 2019 and has continued to grow since then. By the end of 2022, our email database had exceeded 47,000, while our social media interactions and registered users on our website have also been increasing, with over 23,000 registered users currently. Despite this progress, we expect it will take until 2025 to fully regain our pre-GDPR email audience.

## Impact of Covid-19

The readership of our print edition saw an increase in 2022, with 3.6 people per issue reading our magazine. This was due to more copies being switched from home to office delivery. However, we continued to experience international mail service delays of up to six weeks, with some countries not receiving any mail for several weeks at a time. Deliveries to home addresses still remained significant, indicating a hybrid working trend. On the other hand, we were able to grow the readership of our digital edition during the year.

Direct usage of our website saw a decline in 2022, but readership of our digital magazine continued to grow.

Financially, 2022 was a successful year as we saw a pickup in advertising revenues and generated profitable event revenue. However, subscription revenues remained flat. Despite being profitable, investment in new technology and marketing plans were deferred until 2023.

## Brexit

From our perspective, Brexit continues to be a mess and appears that this is now a permanent situation.

The Recycler is published in the UK but produced and mailed from within the EU. This has been a more effective solution for our EU and international distribution, with one notable exception: shipping from the EU to the UK has become both 41% more expensive and slower.

Unless something radical changes we won't comment in future on Brexit, it's not worth the energy and Artificial Intelligence in publishing is a more interesting topic for next year's report.

## Annexe

1. 2022 Code of Ethics
2. Dealing with legal (IP) issues
3. How to complain.

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**Appendix 1**

## **The Recycler Magazine Code of Ethics**

*The editorial management of the magazine is founded on the principles of candour, honesty and honour. We have no wish to mislead, abuse or discriminate.*

The magazine is founded on the principles of honesty, candour, and honour, and its code of conduct reflects these values. The code applies to all editorial staff, including freelancers and casual employees, and is meant to ensure accuracy, fairness, and independence. The public's interest is always the priority when interpreting and applying the code. The code covers various areas, including privacy, plagiarism, attribution, financial interests, endorsements, contests, and personal advantage.

Staff should be honest and respect privacy, avoiding unnecessary emphasis on personal characteristics. They should attribute information to its source and avoid plagiarism, while presenting true and accurate pictures and sound. Complaints should be dealt with promptly and respectfully, and errors corrected publicly.

Staff should avoid conflicts of interest and avoid accepting gifts of significant value. Accepting hospitality should not oblige the magazine to their hosts, and the magazine shall pay its own way for travel and accommodation.

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**Appendix 2**

## **The Recycler - Dealing with legal (IP) issues**

Intellectual property issues are inherently complex and often involve the IP holder taking action against alleged infringement. As a result, the initial reports in the press tend to come from the perspective of the IP holder, as they are typically the ones initiating the action. The legal papers themselves provide the detailed context of the story, and since the IP holder is the complainant, it is their argument that is often presented in their own words.

In the majority of cases (around 19 out of 20), IP holder complaints are directed against the aftermarket, and occasionally against another IP holder. The Recycler's community primarily consists of small and medium-sized entrepreneurial owners and managers in the aftermarket, who are very sensitive to IP issues that may impact their businesses.

At The Recycler, we strive to balance the need to break a story with accuracy and context, in order to provide our audience with a balanced and objective news report. We conduct extensive research into the story, including reaching out to the parties involved and experts for their comments and opinions, as well as details of the patent, in order to present a fair and balanced story that allows readers to form their own opinions.

If you are involved in an IP issue that is being covered by the news, we recommend seeking appropriate legal and public relations advice. While our editorial team operates within our code of ethics and cannot advise on how you should react to a story or write your press releases, we do have a consultant PR specialist who can provide independent advice.

It is ultimately up to The Recycler's editor-in-chief to make the decision on whether to publish a story.

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#### Appendix 3

### How to Complain

The Recycler has an Ombudsman who deals with complaints about articles in their magazine and online services that they control. The Ombudsman reviews complaints and queries against The Recycler Editorial Code, which is based on the IPSO Editor's Code of Practice and handles complaints in 16 areas, they are:

- |                               |                                     |
|-------------------------------|-------------------------------------|
| Accuracy                      | *Reporting of crime                 |
| *Privacy                      | *Clandestine devices and subterfuge |
| *Harassment                   | Victims of sexual assault           |
| Intrusion into grief or shock | Discrimination                      |
| *Reporting suicide            | Financial journalism                |
| *Children                     | Confidential sources                |
| *Children in sex cases        | Witness payments in criminal trials |
| *Hospitals                    | *Payment to criminals               |

\*The public Interest

Before contacting The Recycler Ombudsman, it is important to read through The Recycler Editorial Code to ensure that the complaint falls within their jurisdiction. The Ombudsman will only consider substantial complaints and queries from individuals who feel that The Recycler has breached their editorial standards.

To make a complaint, you can email the Ombudsman office directly or write to them, providing details of the article, the date it appeared, the nature of the complaint, and which part of the Editorial Code it breaches. Once they receive the complaint, you should receive an automated reply acknowledging receipt, and they will aim to respond within 28 days.

If The Recycler Ombudsman believes that there has been a breach of their Editorial Code, they will suggest an appropriate remedy, such as corrections or clarifications. If you are unhappy with their final response, they will direct you to IPSO.

It is important to note that the Ombudsman will not consider complaints that are not personally and directly affected, trivial, hypothetical, or without justification. They also reserve the right to decline to consider complaints that are abusive or gratuitously offensive.

#### Useful links

[IPSO](#)

[Editors Guide](#)