

Creative Boom IPSO Annual Statement 2024

About Creative Boom

Creative Boom Ltd is a small, independently-owned UK-based publishing company founded in 2010. Creative Boom is our sole title, publishing an online magazine, a weekly newsletter and a podcast.

Founder and director Katy Cowan is the publisher and editor, and designated responsible person. She can be contacted on +44 (0)7973 346881 or at katy@creativeboom.com.

Creative Boom is one of the leading trade publications for the creative industry. We deliver news, inspiration, insight and advice to an estimated six million creative professionals every year. Circulation is 500k per month (online only). Our subscribers are mainly based in the UK and United States but we have readers all over the globe.

You can find out more at creativeboom.com/page/about-us/.



Our Editorial Standards

Our reputation as a trusted, positive, fair and balanced publication that champions and encourages the creative industries is very important to us, both from a business perspective and as part of Creative Boom's vision to be a positive and enthusiastic platform for creatives. Creative Boom adheres to the Editor's Code of Practice.

Editor Katy Cowan generates the majority of our content and has full oversight and control of all content. She is NUJ-trained, has achieved the industry standard National Certificate of Entry, holds a BA(Hons) in Journalism and keeps abreast of media law, particularly copyright and defamation law, as well as the Editor's Code. All other content is generated by freelance contributors (see our training process below).

Our Complaints Handling Process

Corrections are extremely rare and thus far have been related to spellings, captions and people's names. Our policy is to check and rectify these as quickly as possible once they are brought to our attention. There have been no instances of formal complaints against Creative Boom Ltd.

We have a complaints policy and procedure at www.creativeboom.com/page/complaints-process/. A link to this page can be found on the homepage of our website. It also contains details of how to make a complaint to the IPSO.

Complaints can be made to Creative Boom via email or in writing, with the postal address provided on request. All complaints will be dealt with by the Editor. We will seek to provide a satisfactory response via correction, apology, a follow-up article or a published letter. If no satisfactory outcome can be agreed, we would advise the complainant to raise the issue with IPSO.

We would also consider whether any complaint has implications that mean that we should raise it with the IPSO ourselves.



Our Training Process

Content not generated by Katy Cowan is contributed by freelancers, the majority of whom are trained and experienced journalists or writers. We take pains to ensure we are confident in the credentials of any contributor, require them to adhere to our editorial standards, and provide all regular contributors with a copy of the Editor's Code of Practice and our complaints process.

Katy Cowan, Director and Editor
Creative Boom, March 2024

Thank you