

Recycler Publishing & Events Ltd

IPSO 2023 Annual Report

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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:

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1.3. Overview

The Recycler is a specialised B2B magazine that has been serving its readers since 1991. In 2006, the creation of Recycler Publishing & Events Ltd was instrumental in a management-led buyout of the magazine. It dedicates its coverage to the global office imaging and remanufacturing sector, an industry boasting an annual worth of £12 billion on a worldwide scale.

The Recycler's content is crafted with expertise, thanks to the dedication of a lone editor backed by a talented pool of columnists and contributing freelancers. It commands an impressive reach, engaging over 40,000 businesses and professionals around the globe involved in remanufacturing and office imaging. Its readership extends to European governmental bodies, non-governmental organisations, industry associations, and scholarly institutions.

In the year 2023:

- TheRecycler.com received visitors from **191 countries**
- 34% of our online audience is based in the USA.
- Our European audience increased **by 26.3%**
- Our Chinese audience increased **by 4.32%**
- Our Japanese audience increased **by 3.14%**

Audience

Our audience gender split is 46.33% female and 53.67% male.

78.1% of our audience is under 44 years of age.

Since its inception in 1991, The Recycler has primarily been known for its print edition. However, postal delays continue to affect audience engagement. Magazines destined for outside Europe, notably, are subject to prolonged delivery times. For instance, shipments to Taiwan, which, pre covid, used to take 6 days, now take an average of 3-4 weeks, mirroring the delays to China.

In 2023, while our print circulation numbers were maintained, we saw a dip in readership as an increasing number of people shifted to consuming our content via social media and our digital edition.

The year also saw a rise in postage and paper expenses, although our other operational costs remained consistent.

In response to these logistical challenges, we've strategically limited our controlled circulation to European nations and other regions with postal reliability above 90%. For our readers elsewhere, we've suggested our digital edition as the primary medium. Paid subscriptions, nonetheless, continue to be dispatched globally.

While print readership has seen a decrease, The Recycler maintains its significance among a smaller yet highly dedicated audience. Concurrently, our digital footprint has expanded, signalling a growing preference for our online content offerings."

Face to Face

We held another successful conference in Barcelona last year where face-to-face interactions still hold value and to 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 in Annex 1 - 3

3. Editorial Compliance

3.1. Our editorial standards

In 2023, The Recycler upheld the Editor's Code of Practice (2021 edition) and ensured all editorial staff were familiar with its contents. Our staff underwent training in our Code of Conduct and complaints handling procedure, emphasising the importance of attribution and protecting sources.

We take great care in the attribution of 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 confidence of our sources.

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

During 2023, 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's "how to complain" page.

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

We received no complaints in 2023.

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 have come across sensitive information about business 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 2023, we did not recruit any new staff and postponed plans to recruit suitable editorial talent until 2025 at the earliest.

Training, where needed, is delivered using online resources, with 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 2023, we did not hire any new staff, but we continued to train our team regularly. Every month, we review our published stories and magazines for accuracy, relevance, and readability. Our daily selection of stories is prioritised and published, and we compare them with our analytics to determine which stories are 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.

Artificial Intelligence

The new “must have” but are we ready and do we need it? We don’t accept AI-generated pictures for publication because it is impossible to authenticate the origin, and the risk of copyright infringement is too high.

We have used AI to research for background information, search our own article base, and translate and summarise reports. A good example was a company looking to list on Nasdaq last year. The prospectus was 397 pages. “George”, our inhouse name for AI, accurately summarised the report in 8 minutes and compared it against our news database before a human wrote the story.

Business Outlook

Financially, 2023 was a good year as advertising and event revenue saw continued growth. However, subscription revenues remained flat. Despite being profitable, investment in new technology and website are scheduled for 2024.

Annexe

1. 2023 Code of Ethics
2. Dealing with legal (IP) issues
3. How to complain.
4. Use of Artificial Intelligence in our business.

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.

"Knowledge is Power", but our most valuable asset is our integrity and the wisdom to use our power constructively. It is this that the code is designed to protect.

The code reflects our editorial values, and it applies to the editorial staff of The Recycler and, where relevant, its casual employees, freelancers and contributors. In interpreting and applying the code, the interests that shall always be paramount are those of the public. Community values evolve, and the code will be reviewed from time to time to ensure it reflects what our readers expect of us.

Honesty

Staff will report and interpret honestly, striving for accuracy, fairness, and disclosure of all essential facts. They will not suppress or distort relevant facts. They will do their utmost to offer the right of reply, and they will separate comment from the news.

Impartiality

Staff will not allow personal interest or any belief or commitment to undermine their accuracy, fairness or independence.

Fairness

Staff will use fair, honest and responsible means to obtain material. They will identify themselves and the magazine before obtaining interviews or images.

Independence

Staff will not allow advertising or other commercial considerations to undermine accuracy, fairness or independence or to influence the nature of the magazines' coverage. Advertising copy that could be confused for editorial should be marked "special promotion."

Privacy

Staff will strike a balance between the right of the public to information and the right of individuals to privacy. They will recognise that private individuals have a greater right to protect information about themselves than do public officials and others who hold or seek power, influence or attention. They shall not exploit the vulnerable or those ignorant of media practices.

Respect

Staff will respect private grief. They have the right to resist pressure to intrude.

Relevance

Staff will not place unnecessary emphasis on personal characteristics, including race, ethnicity, nationality, gender, age, sexual orientation, family relationships, religious belief or physical disability.

Plagiarism

Staff will not plagiarise.

Attribution

Staff will seek to attribute information to its source. They will always declare the use of pseudonyms in their work. They will try to avoid being compromised by a source and use multiple sources wherever possible. Where a source seeks anonymity, the journalist shall first consider the source's motives and find alternative attributable sources. Quotes not attributed to a named source will be used only with the managing editor's approval. Where confidences are accepted, the journalist will respect and protect them in all appropriate circumstances.

Honest Presentation

Staff will present pictures and sound that are true and accurate. They will disclose manipulation that could mislead.

Complaints & Corrections

Complaints shall be dealt with promptly and respectfully. Material errors in the magazine and its related publications and websites will be corrected or clarified publicly as soon as is practicable. Findings by the United Kingdom Independent Press Standards Organisation or the defamation courts involving the magazine will be reported promptly.

Public Activities

Staff shall avoid any prominent activity in partisan public causes that compromises, or appears to compromise, the journalist or the magazine. Membership of organisations or activity that may compromise the journalist's or the magazine's reputation shall be declared to the managing editor.

Staff shall not produce material for use in the magazine or its related publications when they are a member of an organisation with an active interest in that issue.

Columnists and contributors writing on an issue where they have a direct or indirect interest are to declare that interest to readers after receiving approval from the managing editor to write on that topic.

If it is possible that the activities of a member of a journalist's immediate family may compromise the journalist or the magazine, the staff member shall inform the managing editor.

Financial Interests

Staff shall avoid taking a specific financial interest or participating in economic activities and arrangements, that could conflict with their obligations of fairness and integrity, or that could be perceived to do so.

They will avoid writing about issues in which they have a financial interest, either directly or through their immediate family. If they do write about such matters, they shall first obtain permission from the managing editor, and that interest will be declared where it is deemed necessary.

Staff will comply with all codes of practice relating to the disclosure of financial interests relating to any company they write about to the managing editor.

Endorsements

Staff shall not give paid endorsements for any product, service, political party or other lobby, nor shall they provide advertising copy, public relations services or media training on a commercial basis.

Contests

Staff will submit work only to contests whose central purpose is to recognise journalistic excellence, and not to competitions designed primarily to promote a product, an industry or a lobby. The managing editor will make the decision on which competitions are entered.

Cheque book Journalism

No payment shall be offered to sources for interviews or access.

Personal Advantage

Those working for the magazine shall not use their position with it to seek any benefit or advantage not afforded to the public. Such advantages include discounts, priority bookings, access to venues, retail or wholesale sales, restaurant bookings, real estate queues and upgradings.

Gifts

Gifts shall not be accepted other than those of a small and inconsequential nature. Those known or estimated to be worth more than £10 will be donated to charity.

Hospitality

Staff shall ensure that accepting hospitality does not oblige them or the magazine to their hosts. Invitations to attend a lunch or dinner should be repaid where possible. Accepting invitations for corporate hospitality where the purpose of the visit or the event is to develop contacts will be permitted, but staff shall inform the managing editor before accepting such invitations.

Travel & Accommodation

The magazine shall pay its own way. It will not accept free or materially subsidised travel and accommodation. However, in exceptional circumstances, the managing editor may approve subsidised travel. Travel can be accepted when it is included in a recognised education scholarship, where the editor is satisfied that neither the journalist nor the magazine will be compromised. Where it is not possible to buy tickets on commercial services, the unpaid portion of the travel shall be declared.

Tickets & Events

Staff shall not solicit tickets. Complimentary tickets may only be accepted by a staff member who is covering or reviewing that event. Journalists may also accept tickets for events for which they are accredited, as may reviewers for events that are designated as media only (for example, media screenings of films). All other tickets will be paid for.

Working for Others

Staff journalists wishing to undertake outside work shall first seek the approval of the managing editor. They shall not work for direct competitors. Staff offering work to other publications, or seeking, or being offered, commissions from them, will first ascertain that the magazine does not wish to publish the work.

Staff having their work published elsewhere shall require an acknowledgement that they work for the magazine if it is so wished. Where the magazine does not want such acknowledgement, the journalist shall ensure its wishes are met. Such work must not compromise this code or other magazine standards.

Staff wishing to accept or undertake speaking engagements, or to represent the magazine in other media outlets, shall first seek approval from the managing editor. Before undertaking such activities, staff shall be satisfied that they are not compromising themselves or the magazine in doing so.

Casual Employees, Freelancers & Contributors

All casual employees, freelancers and contributors shall abide by this code when on assignment for the Recycler and should avoid any conflict of interest that would harm the integrity of the magazine.

They shall declare to the managing editor all relevant circumstances under which a story has been written or edited or any other conflicts that should be disclosed.

The Recycler commissions shall not accept materially subsidised travel or accommodation.

No casual employee, freelancer or contributor shall represent themselves as working for the Recycler without an express commission from it.

The Recycler - Dealing with legal (IP) issues

Appendix 2

Intellectual property issues are by their nature complex and for whatever reason usually involves the intellectual property holder taking action against an alleged infringement. Since the IP holder initiates most stories in the press, the first reports tend to be reported from the IP holder's perspective. The details of the story are found in the legal papers themselves, and since the IP holders are the complainants, their argument will be in their own words.

In 19 out of 20 stories, the essence is that IP holder complaints are usually against the aftermarket and occasionally against another IP Holder. The Recycler's community is primarily an aftermarket audience of small and medium-sized entrepreneurial owner managers that are, in the main, very sensitive to IP issues that might impact their businesses.

The Recycler wants to balance the editorial demands to break a story by getting the story facts and context correct and providing our audience with a balanced and objective news report. We do this in the time available by doing as much research as possible into the story, including contacting the parties and other experts for their comments, opinions and details of the patent so that a balanced and fair story can then be presented to our readers that will allow them to make their own opinion, with information on the patent behind the case.

If you are in the news with an IP issue, you should seek appropriate legal and public relations advice. Our editorial team operates within our editorial code of ethics and cannot advise on how you should react to a story or write your press releases. However, we do have a consultant PR specialist who we can refer you to for advice independent of our editorial team.

The decision to publish a story will always vest with *The Recycler* editor in chief.

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Appendix 3

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

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](#)

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Appendix 4

The Recycler AI Policy for Editorial and Advertising

Introduction

Artificial Intelligence (AI) and Machine Learning (ML) technologies are reshaping various industries, including publishing. However, with the rapid development of these technologies comes the need for stringent policies to ensure the integrity, authenticity, and legal compliance of content. This document outlines The Recycler's policy regarding the use of AI in its editorial and advertising operations.

Editorial Policy

Authenticity and Integrity: The Recycler values the authenticity of the content we publish. Therefore, AI-generated pictures and images are not accepted for publication. The inability to verify the original source of AI-generated images poses a risk to the authenticity of our content and the potential for copyright infringement.

Research and Analysis: AI, referred to in-house as "George," is employed for research purposes, such as background information gathering, searching our article database, and translating and summarising extensive reports. For instance, "George" successfully summarised a 397-page prospectus in 8 minutes, allowing our journalists to produce accurate and timely stories.

Human Oversight: AI's role is to assist and augment the capabilities of our human staff. Every piece of content processed by AI is subject to review and finalisation by our human editorial team to ensure that it meets our standards for quality and accuracy.

Advertising Policy

Prohibition of AI-Generated Content: In alignment with copyright and intellectual property laws, The Recycler does not accept any advertisements, images, or content generated by AI or ML algorithms. This ban encompasses all forms of AI-generated material, including but not limited to images, text, and multimedia content.

Verification Process: Advertisers are required to confirm that content is not AI-generated and must provide necessary assurances regarding the origin and ownership of all submitted materials.

Compliance and Enforcement: The Recycler reserves the right to reject any content suspected of being generated by AI. We may request additional documentation or clarification from advertisers to verify compliance with this policy.

Conclusion

The Recycler embraces the efficiencies and capabilities provided by AI technologies while maintaining a commitment to content authenticity and legal compliance. We will continue to monitor developments in AI and update our policies as necessary to safeguard the interests of our readers, contributors, and partners.