

## **IPSO Annual Report**

**Period covered: 1 January 2024 to 31 December 2024**

### **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 titles responsible for publishing double-page spreads, native articles, digital content and allied products. Those titles are:

- Hurst Media Company Limited;
- Checklist (checklists.co.uk);
- Celebrity Secrets;
- Best of; and
- EasyWays.

#### **1.2. Responsible Person**

The Regulated Entity's responsible person is Robert Avery, Acting Publisher.

#### **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 that have published positive content in partnership with The Regulated Entity.

The Regulated Entity's double-page spreads, advertorials, branded content and competitions are placed within national newspapers, magazines and influential online platforms. The Regulated Entity provides editorial services to associated titles.

The Regulated Entity publishes activity across 50+ different trusted themes. These includes Homes & Gardens, Health & Wellbeing, Retirement Living, Travel and many others. Each feature produced has its own media pack.

### **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 UK Code of Non-broadcast Advertising and Direct & Promotional Marketing;

- 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**

The Regulated Entity's editorial team are trained in media law and regulation with graduate qualifications in journalism, media and allied subjects.

The Regulated Entity's editorial staff 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 its 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.a. 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.

#### **3.1.b. Complaints handling**

Any and all complaints relating to editorial content are received by [editorial@hurstmediacompany.co.uk](mailto:editorial@hurstmediacompany.co.uk).

The Checklist website clearly states the following:

This website adheres to the Independent Press Standards Organisation's Editors' Code of Practice. If you have a complaint about the editorial content which relates to inaccuracy or intrusion, then please [contact the editor here](#). If you are dissatisfied with the response provided you can contact IPSO [here](#).

In the event that a complaint is received, it is logged by the editor and any concerns are promptly addressed. The complaint will then be investigated and responded to accordingly. Any

and all complaints are resolved on an individual basis. Any editorial errors are corrected as soon as possible.

The IPSO mark is displayed in the signature of all Hurst Media Company emails. It is also displayed in the footer of <https://www.hurstmediacompany.co.uk/> and <https://www.checklists.co.uk/>.

### **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 Robert Avery.

### **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 starters 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 2024.

**Signed:**

Tamsin Wressell

Staff Writer

On behalf of Hurst Media Company Limited

Submitted to IPSO: 3 April 2025