Transparency Guidelines for Editorial Independence

General

The goal of our company is to produce independent, high-quality journalism and to provide economic security for this journalism. A clear division between our editorial coverage on the one side and our content for advertising purposes on the other side is the fundamental principle of all the publications and offerings that our company issues or is responsible for. The resultant comprehensive set of rules for all of our publications and offerings (especially print products, digital publications and events) is oriented to the German Press Code issued by the Deutscher Presserat (German Press Council).

Rules

1. Editorial work is independent and will be determined solely by the editors, who are solely responsible for it. It will not be influenced by the interests of third parties, the personal interests of journalists, or the interests of the publishing company.

2. Editorial content and advertising content shall be separated in a way that is clearly identifiable to the reader. In cases in which paid advertising is not clearly recognizable as such through its layout and design, it will be clearly labeled, both in print and online, with the word “Advertising.”

3. When the publishing company develops new journalistic offerings, e.g. events, it will clearly identify every case in which third parties are paying for their brands and/or their interests to be named in the context of publishing activities. Examples of wording to be used in this context are “With support from...” and “Sponsored by...”

4. Media partnerships and cooperation agreements will be identified with wording such as “In cooperation with...” or “...is presented by...”

5. Business partners who provide support to advertising content and/or events, offerings or other activities of the publishing company will have no influence on editorial coverage.

6. The question of whether offerings and events of the publishing company receive editorial coverage is the sole decision and responsibility of the editorial staff.

7. Commercial products and services offered by the publishing company on behalf of clients (corporate publishing, events, consulting, etc.) or with financial support from business partners or in the publishing company’s own interest will be realized by a separate department of the publishing company or by third parties. The sender and the party responsible for the content must be clearly identified in each case.

Members of the editorial staff are permitted to moderate such events. The editorial staff alone will decide whether a member of the editorial staff moderates an event.

The separation of editorial content and advertising also applies to the areas mentioned above. Clients, business partners, and the publishing company itself have no influence on the editorial coverage of the publishing company’s own events. Authors who write content for advertising purposes for third parties are not permitted to report on related topics at the same time within the scope of editorial coverage.

8. The editorial board and the commercial directors of the publishing company are responsible for adherence to these rules.

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