

Aspermont Group Editorial Policy

(2020)

Introduction

Aspermont delivers a range of content through digital, print, conferencing and events channels. We aim to deliver high quality and objective Business to Business (B2B) information services across the sectors that we serve, including mining, energy and agriculture.

This policy outlines the editorial standards expected of our journalism team, including a set of guidelines and principles that apply across all publications within the group.

Publishing approach

Aspermont counts on a global network of over 75 journalists, industry experts and opinion formers who contribute content aimed at bringing the best out of our editorial teams.

High quality content is the primary raw material for our business model: it drives the website traffic and print readership, the new subscriptions and the returning clients. We constantly analyse the effectiveness of our content to determine the right focus and balance of content to satisfy subscriber demand.

Old media publishers used to produce the content they believed was right for their audiences and thought they knew what audiences wanted to know. New digital media operators tend to provide the content they can market most effectively to drive traffic to their websites.

Aspermont blends the two. We produce a balanced mix of the content we believe the audiences require and we continually test and measure that balance to make sure we have it right. We might occasionally stop production in one area to build focus in the other. More often than not, we identify new content trends and build additional content resources we can deliver in addition to our existing offering.

Please refer to the About Us pages of individual Aspermont publications for more specific details of their coverage and aims.

Accuracy, updating and errors

All Aspermont magazine and internet news service editors, journalists and writers are responsible for the accuracy of their published content and all news and information must be verified before publication, referring to original sources where possible.

Aspermont editorial staff are made aware that copy containing obvious slander and/or defamatory comments or inferences should not be submitted for editing. Copy containing blatantly defamatory comments or inferences should not appear in our publications and will be rejected. Furthermore, repeating quotes, rumours or statements of a third party does not remove the risk of defamation.

Any copy containing less obvious (negative) personal inferences and/or comments which might be interpreted to be injurious to individuals should be assessed by an editor together with Aspermont's management team and/or designated legal representative/s.

Post-publication, we endeavour to correct any errors, large or small, as soon as we become aware of them. Complaints, disagreements over interpretation and other matters arising should, in the first instance, be addressed to the editor of the publication concerned.

Where deemed necessary by the group editor and/or publishing director, corrections will be issued. An editor's note, essentially a statement from editors notifying readers of issues related to the published material, may also be issued, and in some cases the original content will be removed.

Contact details for the editorial teams of all Aspermont publications are available on the individual brand websites, or via the Aspermont corporate website and/or head office.

Copyright, plagiarism and false statements

Aspermont publications and internet news services do not reproduce articles, images or any other form of content which is owned by another news provider, without the written consent of that provider and/or the original owner (the copyright owner).

All journalists must advise editors of the source/s of content, and it is incumbent upon editors to know the source of both copy and images. Where attribution of the source of images/content is requested by the provider, it must be given.

Where a copyright breach does occur, the editor responsible must advise the group editor and/or publishing director immediately.

Aspermont does not tolerate any form of plagiarism or the provision of false information for publication and instances of such behaviour are cause for employee review.

Disclosures and transparency

Aspermont seeks to ensure that conflicts of interest are avoided or adequately disclosed, and that they do not influence published material.

Sponsored and partner content is always clearly marked and distinguished from regular news and reporting, and we ensure there is distinct delineation between the activities of our commercial teams and our news gathering and coverage.

Images

Images used in Aspermont publications are in most cases minimally processed. We deem a certain degree of image processing acceptable for publication, although the final image must correctly represent the original. Wherever required, the image source must always be attributed.

Social media

Aspermont's editorial standards apply to all our content, regardless of platform.

Compliance

The Aspermont editorial and senior management teams, including its legal advisors, have helped draw up this document. These policies will not address every situation that arises, especially given our commitment to producing a strong flow of daily content through digital and print channels across a range of sectors, however we are confident they will cover the majority of matters where difficult, sensitive, or unusual decisions have to be made.

A separate, more detailed set of internal guidelines are also utilised by the Aspermont editorial team in planning and developing our content.

If a matter cannot be resolved, either via discussion with the editor of a specific publication or with the group editor and/or publishing director, the issue will be directed to Aspermont's senior management team.