



## Guides on Advertising and Advertising Copy

### Our current policy looks after advertisers in these ways:

- Medical Forum protects its editorial independence, which is why its content is so widely read and trusted by our discerning readers, doctors and practice staff, all of whom are experienced in scanning for any bias.
- We aim to give our advertisers and sponsors the best exposure, within the ethical framework outlined below.

### Copy Submitted by Advertisers.

We do not publish as editorial, material submitted by advertisers that has been written simply to promote the advertiser ("advertorial").

Instead, submitted material must be of a 'generic' nature and newsworthy or informative, to be accepted for publication. It may be subject to editing or delay.

Text published as part of paid advertising space and over which the advertiser has editorial control, will be marked "Advertising Feature" when authorship is not obvious to our readers.

Where Major Sponsors provide clinical material, provided it is clear to readers that the page is part of their Major Sponsorship, then we are happy for these Major Sponsors to take this educative role. Clinical Updates should aim to improve patient care.

### Companion Advertising.

Advertisers sometimes wish to companion our independent editorial, if their product or service is in some way aligned.

Companion placement of advertising within the same edition is accepted practice. However, requests for this to occur alongside or nearby relevant editorial cannot be met, as our independent authors are understandably awkward with what might be seen as their endorsement of a particular product or service.

Any request from an advertiser wishing to companion clinical editorial, to be shown that material before publication, will be refused.

Kind regards,

Chris Walsh  
Director and Publisher

