

Newsweek Advertising Guidelines

Last Updated: October 2024

These guidelines are designed to ensure that all advertisements displayed on our website align with our values, maintain the integrity of our content, and provide a positive experience for our users. As a leading publishing company, Newsweek is committed to upholding high standards of quality and ethical practices in all aspects of our operations, including advertising.

These guidelines may be modified by Newsweek at any time and it is the Advertiser's responsibility to always ensure compliance with the most up to date version of these guidelines. Any references to "Advertiser" apply to and include "Advertising Agency" if applicable.

General Principles

All advertisements displayed on Newsweek's website must adhere to the following general principles.

1. Truthfulness and Accuracy

Advertisements must be truthful and not misleading. They should accurately represent the product or service being advertised and not make false or unsubstantiated claims.

2. Compliance with Laws and Regulations

Advertisements must comply with all applicable laws and regulations, including, without limitation, those related to consumer protection, data privacy, intellectual property rights, and advertising standards.

3. Respect for Audience

Advertisements should be appropriate for our diverse audience. This means avoiding content that is offensive, discriminatory, or harmful in any way.

4. Transparency

Advertisements must be clearly identifiable as such. Sponsored content should be labelled appropriately to distinguish it from editorial content. All advertising copy that might reasonably be mistaken by a reader as news, feature or other non-advertising materials must be clearly marked "Advertisement." In the event such copy is not clearly marked, the "Advertisement" notation will be added by Newsweek without notice or recourse to the Advertiser.

5. Ethical Considerations

Advertisements should adhere to ethical standards, avoiding the exploitation of vulnerable groups.

Newsweek reserves the right to edit, revise, reject, or remove any advertising without notice or recourse to the Advertiser.

Content Standards

1. Prohibited Content

The following types of content are strictly prohibited in advertisements on Newsweek's website:

- Hate speech or discriminatory content based on race, gender, age, religion, nationality, disability, or sexual orientation.
- Violent or graphic content, including depictions of physical harm, abuse, or cruelty.
- Sexually explicit content or material that promotes adult products or services.
- Deceptive or misleading content, including false claims, exaggerated promises, or manipulation of data.
- Content that promotes illegal activities.

The categories of prohibited content may be modified by Newsweek at any time (including but not limited to, adding new categories).

2. Restricted Content

The following types of content may be subject to additional scrutiny and restrictions:

- **Political advertising:** Advertisements related to political candidates, parties, or issues may be required to include disclaimers and comply with additional regulations.
- **Food, medicines, medical devices, health and beauty related products:** Products must be accurately labelled, branded, and associated marketing communications must be true and complete. Nutritional labels claiming particular health benefits of a substance, whether a conventional food, ingredient, or dietary supplement, must: be truthful and not misleading; meet the validity requirements set by the FDA, which includes evidence of significant scientific support for the health claims; be limited to describing the value that ingestion (or reduced ingestion) of the substance (as part of a total daily diet) may have on a particular disease or health-related condition; include information and meet labelling requirements specific to the relevant substance. Ads for dietary supplements must, where required by the FDA, include the following statement: "This statement has not been evaluated by the U.S. Food and Drug Administration."

This product is not intended to diagnose, treat, cure, or prevent any disease." Marketers of health and beauty products wanting to make breakthrough claims about a product or treatment must hold a high level of robust evidence and should collate sound data to form a body of evidence.

- **Environment claims:** All environmental claims must comply with the FTC's guidance in its Guides for the Use of Environmental Marketing Claims available here: [Guides for the Use of Environmental Marketing Claims](#).
- **Financial services:** Advertisements for financial products or services must provide clear and accurate information about risks and benefits. Ads must include required disclosures in a clear and conspicuous manner, including, but not limited to: interest rates and fees associated with financial products, terms and conditions of any offers and promotions, any potential risks associated with the financial product or service. Advertisers must not use ambiguous language or technical jargon that could confuse consumers.
- **Gambling:** Advertisements for gambling services must comply with all applicable laws, regulations, and self-regulatory codes, including the protection of minors and vulnerable individuals, the portrayal and promotion of responsible gambling, and any disclosure and content requirements. Ads should include information about responsible gambling and support resources for problem gamblers. Advertisers must be properly licensed in the United States and all individual states where their gambling services are offered or advertised. Any advertising related to casinos must not depict images of gambling, but rather focus on the hotel, facilities, dining, etc.
- **Alcohol:** Advertisements for alcohol must promote responsible consumption and comply with all relevant regulations. These advertisements should not target or include minors, or imply that alcohol consumption is necessary for social success or enhancement. Additionally, they should not depict excessive consumption or irresponsible behavior. The Advertiser's website must use age affirmation mechanisms and include a reminder of the legal purchase age, provide a link to a responsible decision-making site, and when allowing for downloadable content, include instructions that these materials not be forwarded to those below purchasing age and, where practicable, include a responsible drinking statement. Advertisers must comply with specific legal requirements related to advertising of wine, distilled spirits and malt beverages.
- **US origin claims:** US origin claims must comply with the FTC's Made in USA Labeling Rule and its guidance in its Enforcement Policy Statement on U.S. Origin Claims.

Restricted content categories may be modified by Newsweek at any time (including but not limited to adding new categories). A restricted category may become a prohibited category.

3. Sponsored and Native Content

Sponsored and native content must be clearly labelled as such to distinguish it from editorial content. This should include the following statement at the head or foot of the content;

“This article has been paid for by a third-party. The views and opinions expressed are not those of Newsweek and are not an endorsement of the products, services or persons mentioned.”

As a minimum, social media posts comprised of Sponsored Content should include #Sponsored or #Advertisement or #Ad in the post and, where available, utilise platform mechanisms to flag/label the content.

4. Branded Content

Branded Content is distinguished from Sponsored Content where Newsweek is responsible for its production in association with a third-party sponsor. Branded Content should include the following statement at the head or foot of the content;

“This article is a paid partnership with a third-party. The views and opinions expressed are not those of Newsweek and are not an endorsement of the products, services or persons mentioned.”

As a minimum, social media posts comprised of Branded Content should include #Sponsored or #Advertisement or #Ad in the post and, where available, utilise platform mechanisms to flag/label the content.

Technical Standards

1. Ad Quality

Advertisements must meet the following quality standards:

- High-resolution images and graphics that are relevant to the advertised product or service.
- Professional and grammatically correct text that accurately represents the advertised product or service, submitted in the correct language, reflecting the region or country of publication.
- Correct functioning of interactive elements, such as links or buttons, without causing errors or security risks.
- All advertising content must be owned or properly licensed by the Advertiser and not infringe on third parties’ intellectual property rights. For more information, please visit: [Advertise with Newsweek - Newsweek](#).

2. Data Privacy

Advertisements must comply with data privacy regulations, including obtaining proper consent for data collection and use. This includes adhering to relevant laws such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), and any other applicable national or state laws.

Review and Approval Process

Newsweek may require advertisements to be subject to review and approval by Newsweek before being displayed on our website.

Advertisements that do not meet our guidelines will be rejected, and feedback may be provided to the Advertiser for necessary revisions.

Enforcement and Compliance

1. Monitoring

Newsweek reserves the right to monitor and review all advertisements displayed on our website to ensure ongoing compliance with these guidelines.

2. Violation of Guidelines

Advertisements found to be in violation of our guidelines may be removed from our website without prior notice. Repeated violations may result in Advertiser suspension or termination.

The Advertiser assumes all liability for all content (including text representation and illustrations) of advertisements published and/or submitted for advertising. The Advertiser assumes all responsibility and fully indemnifies Newsweek to the full extent of the law for any claims made against Newsweek, or its subsidiaries, arising as a result of submitted/published advertising that breaches any statutory or regulatory controls, including costs associated with defending against such a claim. The Advertiser assumes all liability for compliance with any statutory or regulatory controls applicable to online advertising. Newsweek reserves the right to edit, revise, reject, or remove any advertising without notice or recourse to the Advertiser.

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Thank you for choosing Newsweek.