

Nourish

NOURISH EDITORIAL STANDARDS

Nourish takes all reasonable steps to ensure published content complies with the Australian Press Council Standards:

We publish content under the editorial pillars of Health, Food, Mind, Earth, Style, and Culture. We offer our readers a much-needed plant-based perspective on a range of topics, including advice on how to get started, along with fresh ideas and inspiration for those already committed to plant-based living.

We work with a network of editorial contributors, many of whom are respected experts in their fields. Contributors are independently selected by our professional editors, and all submitted content is assessed by the editorial team at *Nourish*, including copy editing and fact checking as deemed necessary. *Nourish* is published by [Lovatts Media](#).

ACCURACY AND CLARITY

1. Ensure that factual material in news reports and elsewhere is accurate and not misleading, and is distinguishable from other material such as opinion.
2. Provide a correction or other adequate remedial action if published material is significantly inaccurate or misleading.

FAIRNESS AND BALANCE

3. Ensure that factual material is presented with reasonable fairness and balance, and that writers' expressions of opinion are not based on significantly inaccurate factual material or omission of key facts.
4. Ensure that where material refers adversely to a person, a fair opportunity is given for subsequent publication of a reply if that is reasonably necessary to address a possible breach of General Principle 3.

PRIVACY AND AVOIDANCE OF HARM

5. Avoid intruding on a person's reasonable expectations of privacy, unless doing so is sufficiently in the public interest.
6. Avoid causing or contributing materially to substantial offence, distress or prejudice, or a substantial risk to health or safety, unless doing so is sufficiently in the public interest.

INTEGRITY AND TRANSPARENCY

7. Avoid publishing material which has been gathered by deceptive or unfair means, unless doing so is sufficiently in the public interest.
8. Ensure that conflicts of interests are avoided or adequately disclosed, and that they do not influence published material.

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Nourish also takes all reasonable steps to uphold the following editorial standards:

COPYRIGHT

Nourish is dedicated to publishing content that adheres to relevant copyright laws. Where we use words or imagery created by another party, we do this with the necessary permissions and/or payments, and attribution of the original creator as required.

BIAS

Nourish is a plant-based publication that seeks to provide factual content from the plant-based perspective in response to the growing number of people interested in adopting a plant-based approach to parts or all of their lives. Exercising our legitimate editorial judgement, we are dedicated to fair representation of relevant topics and do not distort or dishonestly represent information in published content.

SPONSORED CONTENT

Nourish is dedicated to editorial impartiality and ensures a clear separation between editorial and sponsored content. We take reasonable steps to ensure transparency when sponsored content is published. Brand mentions are not necessarily included as a result of a commercial partnership and are often provided independently using legitimate editorial judgement to determine relevance to our readers.

Nourish print magazine (including digital editions) is supported by advertising. Advertisements are clearly presented as such, and usually take a dedicated page of the magazine. Product recommendations in editorial content may be related to a commercial partnership; however, this is not generally the case. We do not publish advertorials in the magazine, but should we choose to do this in future, they will be clearly labelled by crediting the content as provided by the partner brand or by otherwise identifying the content as a sponsored feature.

Nourish digital is supported by advertising, including display/banner advertising and some sponsored content, whereby *Nourish* has collaborated with a brand or business to produce content. We only work with brands relevant to our readers and aim to publish stories that are genuinely useful. Sponsored content is clearly labelled with the words "In partnership with ..." or by otherwise crediting the content as created by/for the partner brand.

Social media posts published with brands are also clearly labelled, as required by each platform's terms of service.

Brands occasionally send *Nourish* unsolicited products to sample. Our decision to publish comment on these products is based on editorial judgement regarding interest to our readers and is independent of a commercial partnership unless that content is marked as sponsored content in one of the ways mentioned above.

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AFFILIATE LINKS

Products, services, and businesses recommended by *Nourish* digital are selected by our editors, based on what they think our readers will like. If articles contain affiliate links, earning *Nourish* a small commission when they are followed, this is clearly labelled on that web page.

COMPLAINTS

Complaints can be made by contacting *Nourish* via editor@lovattsmedia.com.

On receiving a complaint, a member of the *Nourish* team will respond to the complainant to obtain any further details as necessary or to offer information relevant to the material in question. The publisher decides whether the complaint requires further action.