

## Editorial Integrity Statement and Requirements for Sponsored Editorial and Advertorial

Updated March 26, 2021

### Introduction

*RDH*, an Endeavor Business Media publication, features content that supports dental hygienists—an integral part of revenue generation for dental practices—to advance their careers and production. *RDH* is considered a business-to-business publication, and as such aims to publish commercially minded content. Because it is not subscription-based, *RDH* relies primarily on advertising to support its business model. Therefore, advertising must be taken into account when establishing publication priorities.

As with all trade magazines of this type, it is not uncommon for pressures to be placed on editorial content that originate in advertising and other commercial interests. This naturally raises questions regarding editorial integrity, i.e., the sources, biases, development, and veracity of the information presented in *RDH*. This document is intended to (1) provide a clear statement of *RDH*'s editorial integrity policy and (2) describe systems in place to promote transparency.

In doing this, it is our hope that there will be clarity in this area for various interested parties, including readers, advertisers, advertising agencies, business partners, editors, salespersons, and authors—in a word, everyone who relies on *RDH* as a trusted source of valued content.

### Editorial Integrity Statement

The integrity of *RDH* editorial content is of paramount importance. It is the cornerstone upon which *RDH* earns and keeps its readers' trust. It is also the foundation for the value *RDH* offers to clients and advertisers who wish to be associated with its content.

In virtually all cases, *RDH* editorial content can be described as one of these types:

- Content produced by *RDH* editors

- Content produced by *RDH* columnists and regular contributors
- Open content submissions by *RDH* readers
- Supported content (defined below)
- Sponsored content (defined below)

In all cases, information presented in *RDH* must be truthful and educational in nature, hold obvious value to *RDH* readers, be original to the author, and be properly referenced as described in *RDH*'s full submission guidelines ([rdhmag.com/submissions](http://rdhmag.com/submissions)). While *RDH* welcomes the commercial interest of clients to have content published under the *RDH* name, *commercial influence is at no time to lower standards for publication.*

If an article contains information that is notably influenced by commercial or advertising interests, be it at any point in its development, *this must be appropriately disclosed (i.e., made readily apparent) in some fashion to our readers.*

## **Sponsored and Advertorial Articles**

In most cases, the commercial interests of advertisers manifest themselves in two types of content: "sponsored" and "advertorial."

It is useful to put into context the need for sponsored and advertorial content: *RDH* receives a multitude of content submissions in addition to its "home-grown" content. These submissions have varying commercial interest. In many cases, priority is given to content that helps generate advertising in *RDH*, such as advancing content in the queue of articles that *RDH* editors have selected for publication. This is done in order to meet the financial reality of publishing an industry-leading magazine. In this respect, we do not wish for *RDH* to be a "pay to play" publication, but one that does consider its business interests in shaping its editorial lineup.

Sponsored and advertorial content and their required disclosures are described in detail below.

## **Sponsored Content**

Sponsored content is defined as follows:

*An educational piece that uses a specific product or service as an example, has received increased publication consideration due to advertising support related to said product or service, and is transparently identified as originating from a source with a commercial interest in the publication of the content*

Sponsored content in *RDH* has these characteristics:

- The author, such as a key opinion leader, has provided the content at the request of a client advertising in *RDH*.
- The company that facilitated the content publication has a product or service mentioned in the content.
- The content provides an organic (i.e., non-advertorial) discussion about a particular aspect of dentistry.
- The content provides an evenhanded presentation of the topic and is truthful in subjective statements.
- The content mentions specific products or services as examples, but these mentions are done in a tasteful, educational, and non-promotional way.
- Hyperbole and superlatives are avoided.
- As with all content in *RDH*, competitors to products and services mentioned are not disparaged. Emphasis is on advantages of products and not negatives of competing products.
- *For this type of content, there is no designation that identifies the content as sponsored. Therefore, there is a higher editorial standard that must be adhered to than sponsored content.*
- *RDH* requires that an appropriate **disclosure** is added at the end of the content if it is not clear that the author is writing on behalf of an advertiser or the author has a commercial interest in the products and services mentioned.
- Oftentimes, the connection between an author and advertiser can be easily made in the author bio at the end of the content (such as at the end of an article). For example: "Dr. Smith is a key opinion leader and writes frequently on behalf of Dental Company X and other companies. He uses product Y in his normal course of dental practice."
- If needed, the statement, "This article is supported by Dental Company X" will be added to the conclusion of the article to provide transparency.

## Advertorial Content

Advertorials are defined as follows:

*Content that is advertorial in nature that is intended to highlight a specific product or service, and that also provides some educational benefit to the reader. The content has been published due to the fact that RDH has received direct payment to publish it.*

Advertorials in *RDH* have the following features:

- They contain the words "Advertorial" at or near the start of the content (e.g., in an article's running header). In other words, the reader should not come to the end of the article only to realize it is paid content.
- For magazine articles, these are laid out in a style that is different from other articles in *RDH*, providing a visual cue that these articles are different in nature.
- There is educational value on the topic being discussed, but the content is biased toward one product or service.
- The content is advertorial in nature.
- The content does not mention products or services beyond the ones being touted, which are those of the client who is paying for publication.
- Product and service mentions are presented in a subjective fashion. There is sometimes inflated language.
- As with all articles in *RDH*, competitors to the product and service mentioned are not allowed to be disparaged.

### **Final Note: Editorial Discretion**

The editors of *RDH* have final discretion as to whether an article falls under the "sponsored" or "advertorial" category.