



Advertising policy

All advertisements and commercially sponsored material are independent from editorial decisions. The British Journal of Diabetes (BJDVD Ltd) does not endorse any product or service marked as an advertisement or promoted by a sponsor in The British Journal of Diabetes (BJDVD Ltd). Editorial content is not compromised or influenced by commercial or financial interests, or by any specific arrangements with advertising clients or sponsors.

Advertisers and sponsors have no control or influence over the results of searches a user may conduct on the British Journal of Diabetes (BJDVD Ltd) website by keyword or search topic.

Advertisements may be placed in hard copy and online issues of British Journal of Diabetes (BJDVD Ltd). Advertisers must explicitly state at the time of booking if adverts should appear only in one format (digital or paper).

All advertisements are subject to the approval of the publisher of The British Journal of Diabetes (BJDVD Ltd) who reserves the right to reject or cancel any advertisement at any time. The British Journal of Diabetes (BJDVD Ltd) reserves the right to decline any type of advertising or sponsored material that is damaging to the brand of The British Journal of Diabetes (BJDVD Ltd) or is inappropriate to the content held on The British Journal of Diabetes (BJDVD Ltd) network.

All advertisements are accepted and published by Publisher on the warranty of the agency and advertiser that both are authorised to publish the entire contents and subject matter of the advertisement.

In consideration of publication of an advertisement or sponsored material (in digital and/or paper format), the advertiser and their agency jointly agree to indemnify and hold harmless Publisher, the Journal Owner, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.

The Publisher will not be liable for any failure to publish any advertisement accepted by Publisher; however, the Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.

Paid advertisements, in digital or paper format, are not endorsed or supported by the Publisher, Journal owner and its officers, agents and employees unless explicitly stated.

The Publisher, Journal owner and its officers, agents and employees are not responsible for the content of any website promoted within an advertisement.

The use by the advertiser or its agency of pixels, beacons, cookies, tracking tags, or similar technology in digital advertising for the purpose of collecting personally identifiable information is prohibited.



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The British Journal of Diabetes (BJDVD Ltd) will not accept advertising for products or services known to be harmful to health (e.g. tobacco and alcohol products).

Advertisements may not be deceptive or misleading and must be verifiable. Advertisements should clearly identify the advertiser and the product or service being offered. Exaggerated or extravagantly worded copy will not be allowed. Advertisements will not be accepted if they appear to be indecent or offensive in either text or artwork, or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature. All advertisements for drug specific campaigns should encourage correct and rational use and must not be misleading.

The British Journal of Diabetes (BJDVD Ltd) will not allow any treatment-specific or drug-specific campaign to be targeted to a specific article(s) or on any page where content relates to the product(s) being advertised. (Advertisers may not link to articles using keywords; they may not target advertising for a specific product on the condition that it appear in the same location and at the same time as a specific article mentioning that product and they may not refer to an article published at the same time as the advertisement appears).

All advertisements for drug-specific campaigns must comply with the relevant European and UK legislation that regulates advertising. Information about the latest legislation, as well as good practice guidelines, can be found on the MHRA website. Advertisers should make available to The British Journal of Diabetes (BJDVD Ltd) the marketing authorisation and summary of product characteristics when submitting their advertisement. In the case of drug advertisements, the full generic name of each active ingredient should appear. Each page of an advertisement for a prescription-only medicine should be clearly labelled as intended for health professionals.

Advertisements and editorial content must be clearly distinguishable. The British Journal of Diabetes (BJDVD Ltd) will not publish “advertorial” content, and sponsored supplements must be clearly indicated as such. If a supplement is not subject to peer review or undergoes a peer review-process different from standard British Journal of Diabetes (BJDVD Ltd) processes, it will be explicitly stated.

Any advertisements for employment and/or events must be non-discriminatory and comply with all applicable laws and regulations. Advertisements that discriminate against applicants based on protected characteristics will not be accepted.

If any advert is requested outside of The British Journal of Diabetes (BJDVD Ltd) standard advertising positions’ then a request should be made to editorial who will respond with a full and final decision within five working days.

On written notice to the Publisher, an advertiser or its agent may cancel all, or a portion of any digital campaigns, without penalty 30 days or more before the start date of the campaign. For cancellations made 30 to 15 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of



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the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.

On written notice to the Publisher, an advertiser or its agent may cancel all, or a portion of any paper advertisements subject to the following charges:-

If an advertiser, or agent thereof cancels an order before the issue has been typeset they will be liable for a 10% cancellation fee.

If an order is cancelled after the issue has been typeset they will be liable for a 100% charge.

Once an advertisement has been deployed online, it may be withdrawn from the journal site at any time if the Editor(s)-in-Chief or Publisher request its removal.

Any use of British Journal of Diabetes (BJDVD Ltd) trademarks or copyrighted material for links to and from Publisher's website must be approved in advance by Publisher. Any unauthorised linking is prohibited.

In the event of nonpayment, the Publisher reserves the right to hold advertiser and/or its advertising agency jointly liable for such monies as are past due and payable to Publisher.

Advertising Complaints

Please send any complaints about advertising to: bjd@abcd.care.

Advertising Standards Authority (ASA)

The Advertising Standards Authority investigates complaints about published medicines advertisements and ensures compliance with the British Codes of Advertising and Sales Promotion which include a section on medicines advertising. It also monitors advertising in the press, direct marketing and sales promotion and on the Internet. Advertisements directed at health professionals are exempt from the British Codes of Advertising and Sales Promotion.

The Prescription Medicines Code of Practice Authority (PMCPA)

Complaints about the advertising of medicines supplied on prescription are considered by the Prescription Medicines Code of Practice Authority under the ABPI Code of Practice for the Pharmaceutical Industry. Complaints which are made under the Code about promotional activities and promotional material are considered by the Code of Practice Panel, the decisions of which can be appealed to the Code of Practice Appeal Board. Reports on completed cases are published quarterly in the Code of Practice Review.