

THE  
GOOD  
SCHOOLS  
GUIDE

# The Good Schools Guide Advertising Policy

2023/24



[www.goodschoolsguide.co.uk](http://www.goodschoolsguide.co.uk)

# The Good Schools Guide Advertising Policy 2023/24

## Policy summary:

To ensure we remain true to our values, this Advertising Policy provides a framework for how The Good Schools Guide is promoted and how we promote others: ethically, consistently and aligned to our values and principles.

This policy applies to any The Good Schools Guide staff members who work with external organisations, companies or partners in terms of all forms of advertising, media or sponsorship. This policy has been put in place to safeguard The Good Schools Guide users from exposure to inappropriate content or unverified business services, protect The Good Schools Guide brand and ensure our partners align with The Good Schools Guide core values.

## Guidelines for all external agreements:

This policy applies to and is inclusive of:

- Digital advertisers and partners
- Print advertisers
- External sponsors
- External advertising agencies
- Associations, partners or charitable organisations

**Part 1:** In order to protect our members and reputation, we will not accept advertising bookings, or any level of sponsorship, from companies in the following industries or sectors:

- Gambling
- Adult entertainment
- Payday loans
- Tobacco or alcohol
- Unregulated financial institutions
- Unregulated child services (proof of safeguarding procedures must be provided)

**Part 2:** The Good Schools Guide will not permit any advertising and/or sponsorship that represents a conflict of interest or is likely to cause serious or widespread offence. Particular care will be taken in relation to race, age, religion or belief, sex, sexual orientation, disability, gender identity or gender expression, pregnancy or maternity and marriage or civil partnership.

## **Advertising and sponsorship requirements:**

The Good Schools Guide welcomes all opportunities to work with sponsors or advertisers (or consider acting as a sponsor or advertiser) where such arrangements support its values, strategic goals and corporate objectives:

### **COMPANY MISSION STATEMENT**

To build a purpose-led, financially robust, culturally thriving, customer-centred organisation.

### **COMPANY STRATEGIC GOALS**

**Financial** Create a financially robust organisation focused on growth and led with integrity

**Culture** Build a thriving, supportive and empowering community

**Customer Care** Deliver services that truly serve our customers and evolve in line with their needs

**Operations** Improve the systems, processes and training that equip our people to work effectively

**Part 1:** In order to enhance our user's experience and support our core values, we will accept advertising bookings and sponsorship from companies in the following industries or sectors in the instance they comply with stipulations detailed in Part 2:

- GSG reviewed schools – UK and International
- GSG reviewed tutors and tutor agencies
- Regulated peripheral education providers and services

**Part 2:** In order to safeguard The Good Schools Guide users, brand value and integrity, we will accept advertising bookings and sponsorship from companies who are in the industries and sectors detailed in Part 1 and that fit the following criteria:

- The company offers a service that is relevant to The Good Schools Guide core audience
- The company has been established for 2 years or more
- The company is a member of a regulatory body
- The company can present customer reviews submitted through a regulated platform
- The company can present regulated safeguarding policies if they are working with children

## **Documentation to be submitted:**

Before advertising and sponsorship can be discussed, The Good Schools Guide requires the advertiser to provide the following documentation:

- Company/organisation website address
- Company/organisation social media accounts
- Proof of statutory regulatory body membership and registration number

## **Useful contacts:**

### **Charlotte Hollingshead**

Director, Publishing Matters

[chollingshead@publishingmatters.co.uk](mailto:chollingshead@publishingmatters.co.uk)

### **Melanie Sanderson**

Managing Editor, The Good Schools Guide

[melanie.sanderson@goodschoolsguide.co.uk](mailto:melanie.sanderson@goodschoolsguide.co.uk)