

# MINDFUL ADVERTISING GUIDELINES

These Guidelines, primarily adopted in accordance with the Guidelines of the American Society of Magazine Editors (ASME), set forth standards that govern Mindful's relationship with its advertising partners and the relationship between editorial and advertising content. The overriding consideration is that Mindful must maintain its editorial integrity and independence, and the trust of its readers. We believe that establishing, publicly displaying, and adhering to these Guidelines is important to protect the trust and transparency that should exist between a publication, its readers, and its advertisers.

We also believe that to serve its mission, the Mindful brand needs to be sensitive to presenting a secular approach to mindfulness, free of religious doctrine, dogma, imagery, or rituals. Our main mission is to encourage practices that develop skills and innate abilities or endowments. In our view, people are innately mindful, aware, kind, and compassionate. We believe that secular mindfulness practices can draw that out and make insights into habits.

Finally, we recognize that no set of Guidelines can address every situation or issue that may arise in the course of doing business, especially given the pace of change within the media industry. Accordingly, we anticipate that these guidelines will be revisited and updated from time to time. In particular, we will remain teachable and open to suggestions, criticism, and correction.

## GENERAL ADVERTISING GUIDELINES

The Guidelines in the following section apply to all advertisements and sponsor content served by or appearing in the print publications of Mindful and its digital properties, including mindful.org and the Mindful e-newsletter, and all related social media, mobile, and app extensions.

- Mindful will not allow any relationship with an advertiser to compromise Mindful's editorial integrity.
  - All advertising content must be clearly distinguishable from editorial content. To that end, Mindful will label an advertisement with the word "Advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.
  - While the content of advertising does not necessarily reflect the views of Mindful or its editors, if it comes to the attention of Mindful that an ad, in our opinion, contains demonstrably false or unlawful content, Mindful will refuse or remove the ad in whole or in part.
  - Mindful may exercise its discretion to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to Mindful's brand.
  - Mindful will not trade editorial coverage for advertising and will alert advertisers that story plans communicated via an editorial calendar are never a guarantee that a specific topic, person, or product will appear in the magazine. Advertisements will not be integrated into editorial content.
- Mindful will make every effort to avoid advertising agencies that could lead a reader to believe that the product advertised is endorsed by or promoted by the surrounding editorial copy. Additionally, editorial coverage of a person or product will never be positioned adjacent to advertising related to the same person or product.
  - Mindful will not submit editorial content to advertisers for approval.
  - Mindful will disclose to readers any e-commerce partnerships as such with advertisers.

## ADVERTISING THAT WILL NOT BE ACCEPTED

Although Mindful will evaluate whether to work with advertisers on a case-by-case basis, some examples of advertising Mindful will not accept are the following:

- Advertising that contains religious programs, imagery, pictures of teachers in robes, or references to religious teachings.
- Ads for programs taught by teachers with titles conferred by religious organizations. Mindfulness programs taught by people with religious backgrounds are acceptable, so long as the content of the program is clearly secular.
- Ads for programs with religious doctrinal content or ritual.
- Religious books by religious teachers. Books by religious teachers that are explicitly secular, such as Sharon Salzberg's *Real Happiness*, are acceptable, provided the cover imagery is nonreligious. The fact that the book may contain the odd reference to religious ideas does not disqualify it, so long as in the main it is secular in tone.

# MINDFUL ADVERTISING GUIDELINES (CONTINUED)

- Religious programs at religious centers. Programs at religious-oriented centers, such as Spirit Rock, are acceptable, so long as they are clearly secular in content and do not contain religious rituals.
- Religious products. If a nonreligious product ad (jewelry, for example) contains a modest amount of religious imagery, that's acceptable. But if an alternative product line is available, we would strongly encourage the nonreligious products be featured instead in the ad.
- Advertising that Mindful believes, in its opinion, makes questionable claims.
- Advertising that Mindful believes, in its opinion, is indecent, vulgar, suggestive, profane, inflammatory, or offensive.
- Advertising for illegal products or services, including drugs, illegal substances, or any related products or services.
- Advertising that Mindful believes will undermine the intellectual integrity, authority, and character of its mission and brand.

## EXCEPTIONS WITHIN THE MARKETPLACE SECTION OF THE MAGAZINE

The Marketplace section, given the size of the ads and nature of the section, will accept religious-affiliated ads. For examples, logos of practice centers with religious imagery or products such as the Metta prayer bracelet, are acceptable in Marketplace.

## SUBJECT TO THE SOLE DISCRETION OF THE PUBLISHER, EDITOR, AND GENERAL MANAGER

All determinations of the application of the foregoing standards to particular advertisements or advertisers shall be within the sole discretion of Mindful's publisher, editor, and general manager.

Mindful may remove advertising content at any time if such content is inconsistent with the policies described herein, with or without prior notice to the advertising client and regardless of whether the advertising content has been accepted or displayed within Mindful for any period of time.

## SPONSOR CONTENT GUIDELINES

### *Definition*

Sponsor Content (or "native advertising") is content created or commissioned by advertisers in collaboration with Mindful's marketing team. Mindful allows Sponsor Content in two forms: (1) Content produced by the marketing team as commissioned by its advertising partners and (2) Content produced by advertisers. Sponsor Content should consist of content that the magazine would not normally publish; i.e., it should distinguish itself as something "special" and distinct from editorial pages.

### *Labeling & Design*

As with all advertising, Sponsor Content does not necessarily reflect the views and choices of Mindful's editors. Accordingly, Mindful will prominently display the following disclaimer on all Sponsor Content: "SPONSOR CONTENT" or "PAID POST." Mindful will include a disclaimer on all Sponsor Content that notes the noninvolvement of Mindful's editorial staff in curating or creating the Content and clarifies that the Content is made possible by a Sponsor, specifically: "This (email, post, content) is sponsored by an advertiser. Mindful editorial staff did not produce it." For sponsor emails, the subject line of the email should read, "Sponsored: (sponsor's subject line)."

Mindful may additionally include, in certain areas and platforms, further explanation defining Sponsor Content to Mindful readers. In addition, Mindful will ensure the treatment and design of Advertising and

Sponsor Content is clearly differentiated from its editorial content.

Despite the caveat that Sponsor Content does not necessarily reflect the views of Mindful or its editors, Mindful will refuse publication of such content that, in its own judgment, would undermine the intellectual integrity, authority, and character of our enterprise. As with all advertising, and consistent with the foregoing General Advertising Guidelines, Mindful may reject or remove any Sponsor Content at any time that contains false, deceptive, potentially misleading, or illegal content; is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to Mindful's brand.

## PARTNERSHIP CONTENT

If Mindful is formally a coconvener or business partner of an event, service, or product, content related to promoting that event, service, or product may be labeled "MINDFUL RECOMMENDS" with the disclaimer:

"As a proud partner of [name of partner or conference], Mindful hopes to further our work of spreading news from the leading edge of the Mindfulness movement. We will always let you know when an email is part of a partnership (like this one is). Thanks for supporting Mindful."

If however Mindful is receiving payment or an in-kind exchange of goods or services for their involvement as merely a sponsor of the event, service, or product, then such content should be labeled "Sponsor Content" or "Paid Post," with the disclaimer "This (email, post, content) is sponsored by an advertiser. Mindful editorial staff did not produce it."