PJ Publications advertising policy

PJ Publications is a division of the Pharmaceutical Press, which is wholly owned by the Royal Pharmaceutical Society of Great Britain. PJ Publications publishes:

- *The Pharmaceutical Journal*, the weekly official journal of the Royal Pharmaceutical Society

- *Clinical Pharmacist*, a monthly publication that supports pharmacists working in clinical roles in any sector of the profession

- *PJ Community Matters*, a quarterly publication and online resource specialising in issues relating to the financial and business aspects of community pharmacy

- *Tomorrow’s Pharmacist*, an online resource containing material of general interest to pharmacy undergraduates and preregistration pharmacist trainees

- *PJ Online*, a continually updated online interactive gateway to the world of pharmacy and medicines that also includes the contents of the publications mentioned above

- *PJ Careers*, an online interactive job board

All print journals and online resources have high ethical standards and each values its editorial independence from the Royal Pharmaceutical Society.

PJ Publications believes that the sale of advertising space is a legitimate source of revenue that helps support the publication of its journals and online resources. PJ
Publications does not allow advertising to influence editorial decisions in any way. The policy of PJ Publications with regards to the sale of advertising space is based on the following principles:

1. Readers must be able to tell immediately what is advertising and what is editorial material
2. Advertising is tightly regulated by legislation and by bodies such as the Advertising Standards Authority, the Prescription Medicines Code of Practice Authority, the Equal Opportunities Commission and the Commission for Racial Equality. PJ Publications therefore has a liberal policy on advertising and will carry all advertisements that are legal and decent, subject to the provisos in (i) to (xi) below.
3. Decisions on the positioning of advertisements are not made by the editorial department and if an advertisement appears next to an article about the same product or a competitor’s product this is entirely coincidental and should not be construed as anything else.
4. Editorial material is never influenced by advertising. (However, PJ Publications may occasionally run “Special features” of which the advertising sales team will be aware, and advertisements may be sought and sold in relation to these. Potential advertisers will be aware of the content of such special features but copy will never be altered at the request of any potential advertiser.)
5. PJ Publications will not accept advertisements for products that are considered harmful to health.
6. PJ Publications will take into consideration the policies and the professional guidance of the Royal Pharmaceutical Society when deciding whether or not to accept an advertisement.
7. Advertisements are open to criticism and correction in the same way as editorial material.
8. All decisions on whether advertising will be accepted or not are at the discretion of the editor. Occasionally, decisions may take time.

The acceptance of all advertisements in PJ Publications is subject to editorial approval and PJ Publications reserves the right to decline any advertisement or to discontinue the publication of any advertisement that may have been previously approved.

PJ Publications will accept advertising for products and services that will be useful to readers in their professional and personal lives provided the advertisements conform to the guidelines laid out in the British Code of Advertising and Sales promotion.

PJ Publications has specific policies on the following:

i. Non-medicinal products that are harmful or potentially harmful to health

Tobacco — PJ Publications will not accept advertising that promotes the use of tobacco products.

Alcohol — PJ Publications will accept advertisements for alcohol, subject to the editor’s approval, provided they conform to the guidelines of the British Code of Advertising and Sales Promotion.

Cars — PJ Publications will accept advertisements for cars and motoring accessories, subject to the editor’s approval, provided they conform to the guidelines of the British Code of Advertising and Sales promotion.

Baby milks — PJ Publications will accept advertisements for baby milks, subject to the editor’s approval and their compliance with the FMF Code of Practice for the
Marketing on Infant Formulae. It states: “Information provided by manufacturers and distributors to health workers regarding infant formulae should be restricted to scientific and factual matters and such information should not imply or create a belief that bottle-feeding is equivalent or superior to breast-feeding.” Such information “should accurately reflect current knowledge and responsible opinion”. All claims must be referenced to full-length research papers published in peer-reviewed scientific journals.

ii. Licensed medicines

No medicine may be promoted until a product licence valid in the United Kingdom has been granted. Promotion of medicines must conform to the Medicines Act 1968 and the Association of the British Pharmaceutical Industry’s Code of Practice. Pharmaceutical industry personnel are trained to ensure that promotional material conforms to the Act and the ABPI code. PJ Publications takes the view that the stringency of these requirements means that advertisements for medicines can generally be accepted, subject to the editor’s approval, in good faith, since PJ Publications cannot be expected to know the fine details of the ABPI code, compliance with which is policed by the Prescription Medicines Code of Practice Authority.

iii. Medical devices

PJ Publications will accept advertisements for medical devices subject to the editor’s approval. Medical devices are regulated by the MHRA and all advertisements must conform to its guidelines. Medical devices being promoted must carry a CE Mark. Marketing of a product without a CE Mark is a criminal offence; advertisers must therefore confirm the presence of a CE Mark before the advertisement is submitted for approval.
iv. Books and other publications

PJ Publications will accept advertisements for books and other publications, subject to the editor’s approval. The editor reserves the right to request a copy of the publication if he or she believes the contents must be scrutinised before approval can be given. Advertisements may be rejected if the content of the publication is apparently tasteless or obscene, or makes unwarranted claims.

v. Competitor advertising

PJ Publications will accept advertisements from competitors, subject to the editor’s approval, provided the publication of such advertisements will not have a serious impact on its own products or business.

vi. Products purporting to have a therapeutic effect but not listed in the British National Formulary

*Foodstuffs, food supplements, vitamins and minerals* — PJ Publications will accept advertisements for foodstuffs, food supplements, vitamins and minerals, subject to the editor’s approval and compliance with the guidelines of the British Code of Advertising and Sales Promotion. All claims must be referenced to full-length research papers published in peer-reviewed scientific journals.

*Slimming aids* — PJ Publications will accept advertisements for slimming aids, subject to the editor’s approval and compliance with the guidelines of the British Code of Advertising and Sales Promotion.

*Non-conventional therapies* — PJ Publications will accept advertisements for non-conventional therapies, subject to
the editor’s approval and compliance with the guidelines of the British Code of Advertising and Sales Promotion. The advertiser must submit full supporting evidence of efficacy with the copy.

*Health and beauty products* — PJ Publications will accept advertisements for health and beauty products, subject to the editor’s approval and compliance with the guidelines of the British Code of Advertising and Sales Promotion. Any claims made about an action that a cosmetic or anti-ageing cream has on the skin should be backed by evidence in the form of human trials and such evidence must be available for inspection by consumers. If not, the advertisement should carry a clear indication such as “Not backed by evidence” or “Evidence not available for scrutiny”. Advertisements should be clear about whether the claimed effect of the product is due to its composition or to how it is applied. This distinction should also be backed by evidence. Advertisements for creams that are intended to lighten the skin should clearly state that this is their intended purpose and should include possible side effects. Misleading phrases such as “brighten the skin” should not be used.

**vii. Miscellaneous services**

*Locum agencies* — Advertisements will be accepted from locum agencies that are registered companies, subject to the editor’s approval. The NHS Purchasing and Supply Agency checks the published advertisements of national contract holders to ensure conformity with NHS guidelines.

*Financial services* — Advertisements for financial services will be accepted from registered companies, subject to the editor’s approval.
Travel services — Advertisements for travel services will be accepted, subject to the editor’s approval. Travel agents must be registered and be ATA/ATOL bonded.

Mail order services — Advertisements for mail order services will be accepted, subject to the editor’s approval. No advertisements will be accepted that request cash with the order.

Property advertisements — Property advertisements will be accepted, subject to the editor’s approval and conformity with the British Code of Advertising and Sales Promotion. Advertisers selling property or land as part of a land banking scheme or fractional land plots must be registered with the Financial Services Authority.

Escort agencies, introductory services and private advertisements — Advertisements for escort agencies and introductory services, and private advertisements, will be accepted, subject to the editor’s approval and compliance with the general principles of the British Code of Advertising and Sales Promotion.

viii. Recruitment advertisements

Recruitment advertisements are accepted, subject to the editor’s approval and compliance with UK law. UK law does not apply to advertisements from other countries. Therefore, advertisements from overseas that may be potentially discriminatory in UK law but not in the country where the post is based may be accepted, subject to the editor’s approval.

ix. Discrimination

PJ Publications will not accept advertisements that indicate or may reasonably be understood to indicate an
intention to discriminate on grounds of sex, colour, race, nationality, disability, religion, sexual orientation, age or ethnic or national origins unless specifically exempt under the relevant statute. Advertisers wishing to claim an exemption will be asked for full supporting information.

x. Advertisement features (advertorials)

Advertisement features (advertorials) must not have the potential to be confused with editorial matter. PJ Publications will accept advertorials, subject to the editor’s approval and provided the following criteria are met:

- The words “Advertisement feature” must appear prominently, solely and centred at the top of the advertorial.
- No attempt must be made to imitate the editorial style of the journal in which the advertorial is to appear.
- Text must not appear in the same grid pattern as that used on editorial pages of the journal in which the advertorial is to appear.
- Colours and tints used must not be the same as those commonly used in the journal in which the advertorial is to appear.
- Any clinical photographs used must be accompanied by written permission for their use from the patient, guardian or next of kin. Bars across the eyes are not acceptable and should not be used.
- Royal Pharmaceutical Society approval must not be implied in the text.
- The sponsoring company’s name must appear in the advertorial.
- Draft copy must be submitted to PJ Publications at least 18 days before the cover date.
- The editor reserves the right to amend any copy.

xi. Political and politically sensitive advertising
PJ Publications does not align itself with any political party. Advertisements from political parties will be accepted, subject to the approval of the editor, provided they conform to the general principles of the British Code of Advertising and Sales Promotion.

Occasionally PJ Publications may be asked to carry advertisements in its journals that might be construed as being politically sensitive, for example, from the Royal Pharmaceutical Society or other pharmacy organisations, or from groups that may be dispute with these organisations or against their policies. In accordance with its liberal advertising policy and editorial independence, PJ Publications will consider such advertisements and they may be published at the editor’s discretion.

xii. Accusations against advertisers

Accusations against advertisers are taken seriously by PJ Publications but redress for complainants can only be gained through the appropriate regulatory bodies and legal channels.

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