

SPONSORED CONTENT & COMMERCIAL PARTNERSHIPS POLICY

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1. PURPOSE

This Policy governs paid, sponsored, branded, commissioned and partnership content published through African Power, Mining & Oil Review (APMO Review) magazine and APMORReview.com.

2. WHAT COUNTS AS SPONSORED CONTENT

Sponsored content includes paid articles, branded features, thought leadership, executive interviews, research features, special reports, newsletters, events, videos, podcasts, social posts and similar material where a commercial or other funder has provided consideration or material support.

3. DISCLOSURE

Sponsored content must be clearly labelled using terms such as “Sponsored”, “Paid Partnership”, “Advertiser Content”, “Branded Content” or another equally clear disclosure.

4. EDITORIAL INDEPENDENCE

Sponsorship does not automatically entitle a sponsor to control independent editorial judgments or conclusions.

5. FACTUAL REVIEW

A sponsor may be given a reasonable opportunity to review factual details relating to its organisation, products or services, and to identify genuine legal or factual errors. Sponsor review should not become editorial control.

6. NO GUARANTEE OF EDITORIAL COVERAGE

Advertising or sponsorship does not guarantee positive editorial coverage, favourable conclusions or publication of unrelated stories.

7. EXECUTIVE INTERVIEWS

Paid executive interviews or profiles should be clearly labelled when the commercial arrangement could reasonably affect reader perception.

8. RESEARCH AND REPORTS

Sponsored research should disclose the sponsor and, where material, the methodology and relevant limitations. Editorial conclusions should not be presented as independent if they are materially controlled by a sponsor.

9. EVENTS

Sponsored events and editorial events with commercial funding should disclose material sponsorship.

10. AI

If AI materially contributes to sponsored content production, appropriate internal review must be performed and material disclosures made where necessary.

11. PROHIBITED PRACTICES

APMO Review will not knowingly publish disguised advertising, fabricated endorsements, false testimonials, misleading claims or sponsored material presented as independent editorial reporting.

12. CONTACT

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