

CODE OF READER & ADVERTISER ENGAGEMENT

Disclosure statements

The following examples of disclosure statements are provided as guidance and may be adapted as needed.

Affiliate Link

Our editors have independently selected these products—if you buy from one of our links, we may earn a commission.

Production of branded content by in house team

This content was produced for the advertiser by our branded content team for commercial purposes. It is not written by and does not necessarily reflect the views of the editors.

Supplied content

This content was supplied by the advertiser for commercial purposes. It is not written by and does not necessarily reflect the views of the editors.

Third Party eNewsletter

From: newsletter@samplemag.ca

Subject Line: Eat Like a Local (and Earn Cash Back): From Our Partner

Top 1/3 of body: Sponsored + logo of advertiser (or presented by, paid content, per house style)

Mouseprint or top 1/3: The magazine may receive a commission from the advertiser for new account referrals.

Top 1/3 or mouseprint: You have received this email because you have given your consent to receive offers from select partners of the magazine.

Mouseprint: Unsubscribe link

Instagram

If a paid partnership label is not available through the business manager, paid posts should be labelled #sponsored or #advertising

Twitter, Facebook

If a paid partnership label is not available/applicable through the business manager, paid posts including those done for trade of services should be labelled #sponsored or #advertising