

Ethical advertising policy

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Any questions?

We want to be transparent with readers about the advertising that we run within the print edition and email newsletters of Dublin Inquirer. If you have any questions, please do get in touch at lois@dublininquirer.com.

Key principles

Policy	Details
Clearly labelled adverts	All of the advertisements that we run will be clearly labelled. We do not run “sponsored content” or “advertorials” or anything similar.
Independent coverage	Advertisers will have no say over content or influence over any editorial decisions.
Prohibited adverts	<p>We will not run political adverts for candidates or political parties.</p> <p>We will not run adverts that promote racist, hateful or discriminatory ideas or disinformation.</p> <p>We may refuse adverts on other grounds, if we consider they are promoting products or services that run counter to the ethics of the publication and its team.</p>
Adding value for readers	<p>Our primary focus remains serving our readers. We will therefore seek in particular adverts that:</p> <ul style="list-style-type: none">– promote events and activities that are likely to be of interest to them, and help them to engage in life in the city– are from, in particular, independent local businesses and third-sector organisations

