

IMPRESS: The Independent Monitor for the Press

Definition of Advertising Content

IMPRESS is not responsible for the regulation of advertising content, marketing communications or so-called 'advertorials'. Advertisers, agencies and media are regulated under the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (the CAP Code) by the Advertising Standards Authority (ASA). Under the CAP Code, marketing communications must be obviously identifiable as such (Clause 2.1); and marketers and publishers must make clear that advertorials are marketing communications, for example, by heading them 'advertising feature' (Clause 2.4). The CAP Code defines an 'advertorial' as 'an advertisement feature, announcement or promotion, the content of which is controlled by the marketer, not the publisher, that is disseminated in exchange for a payment or other reciprocal arrangement' (Clause III.k).