





This year we made

Our Sustainability Commitment

“At Bauer Media, we recognise that we both respond to and set agendas for the cultural issues of the day. Sustainability is one of the pivotal issues this generation will face, and we commit to playing our part in achieving a better future for our planet and its people. Bauer Media approaches this in two ways. Firstly, as a scaled producer, distributor and broadcaster that is responsible for reducing any negative environmental impact of its business operations. Secondly, we have the power to influence audiences, their views and habits and can play our part in the sustainability debate.”

Our Environmental Sustainability Pledges



We will set a clear **sustainability agenda** and be transparent about how we are moving towards it



We will use the **power of our brands and platforms** – as well as the unique relationship with our readers and listeners – to support and promote the sustainability agenda



Our Publishing business will only partner with **sustainably sourced paper suppliers**



We will set a science-based carbon reduction goal that will get us to **net zero**



We will transition to **electric vehicles** and encourage low-carbon alternatives for commuting



We will **partner and collaborate with others** across our industry to promote and support better sustainability practices



We will **reduce our plastic** use as much as possible and be transparent about where and how we use plastic



We will work towards **sustainable workplaces** that make Bauer Media a great place to do great work



Bauer Media UK reaches over

25 million UK consumers

through a portfolio of world-class, multi-platform media and entertainment brands including Heat, Kiss, Grazia, Empire, TV Choice, Take a Break, Bella, Magic and Absolute Radio.

We create and curate entertaining media content that audiences love whenever, wherever and however they want through a multi-channel strategy and a focus on product excellence and audience insight. The result is an exciting array of influential brands, content and talent that provide compelling and engaging opportunities to **drive large scale behavioural change in sustainability.**

Bauer Media UK is part of the Bauer Media Group, one of the world's largest privately owned media businesses with media assets across Europe and USA.





Influencing Sustainability in LIFESTYLE

"It's the little things every week that makes a difference – our readers now associate us with this and it helps us be relevant and kind and concerned for the future" – Closer Editor



Closer trusted by readers on their journey to becoming more sustainable in their everyday lives



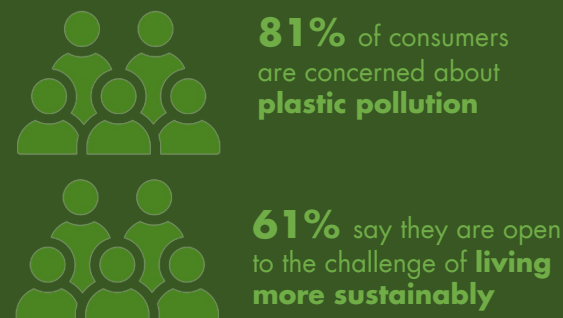
Total TV Guide shining the spotlight on plastic



That's Life Campaigning to watch our waste



Heat driving sustainable lifestyles behaviours with simple changes



Source: Bauer Media Insider Sustainability 2021



YOURS embedding long-lasting sustainable changes

Influencing Sustainability in OUTDOORS

"Bird Watching's readers take all aspects of sustainability, conservation and environmental action very seriously, and we try to support them in this all the way" – Bird Watching Editor



Country Walking elevates the sustainability of walking by addressing impacts across all elements of walking

"Partners are looking to us now not as fellow passive passengers on the journey of environmental catastrophe but as active partners in changing the direction of travel" – CW Editor



Garden News driving sustainability action the backyard



Garden Answers Inspiring eco-conscious Gardening



Bird Watching supporting passionate readers to reduce their carbon footprint further



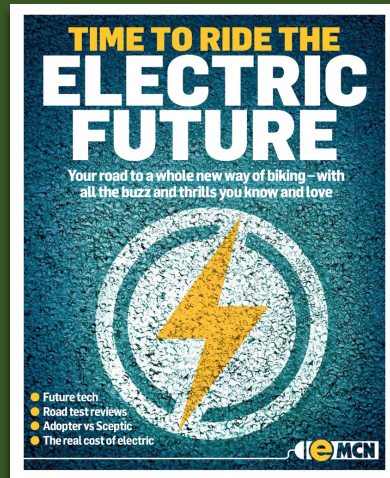
62% of consumer think that media companies should **educate consumers** on ways to become more **environmentally friendly**

Source: Bauer Media Insider Sustainability 2021



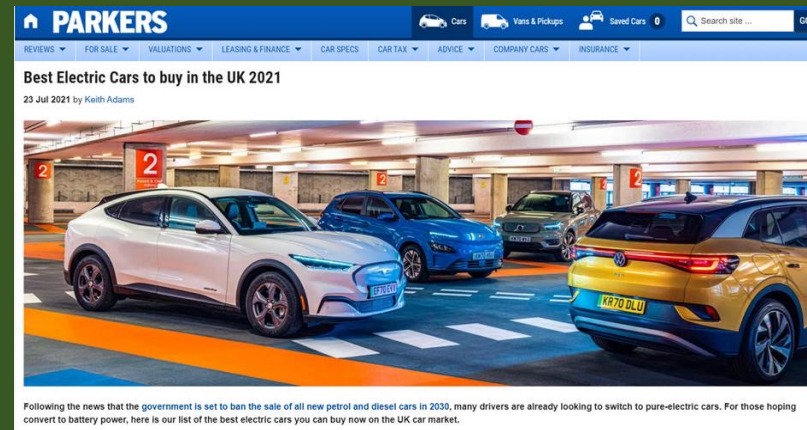
Influencing Sustainability in AUTOMOTIVE

"Sustainability is a massive issue for us. We are running more and more EV cars on our fleet and we are more than happy to put great electric cars on our cover" – CAR Editor in Chief



MCN have owned the electric bike space since before it was popular

"MCN have annual electric motorbikes supplements and also release an industry-first bookazine on electric bikes."
–MCN Editor



Parkers simplifying the shift to EV for the everyday car buyer



75% of consumers are concerned about **air pollution**

66% are concerned about over reliance on energy from **fossil fuels**

Source: Bauer Media Insider Sustainability 2021



CAR Magazine is the trusted audience leader in the transition to EV

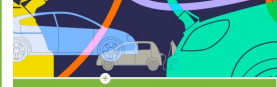
Influencing Sustainability in B2B AUTOMOTIVE

"Every issue contains a dedicated Electric Fleet section - encouraging and advising UK business how it can become more sustainable, by adopting ultra-low emission cars, vans and trucks, by travelling fewer miles and by ensuring that drivers drive economically." – Fleet News Editor



AM Spotighting EV for their retail readership

"AM's Spotlight on EVs and Emissions urged our motor retailer readership that it's time to ramp up the education and training of their staff to better inform car buyers as the market is changing more quickly than had been expected." – AM Editor



Smart Transport guiding policy makers and industry leaders on getting to net zero and reducing emissions

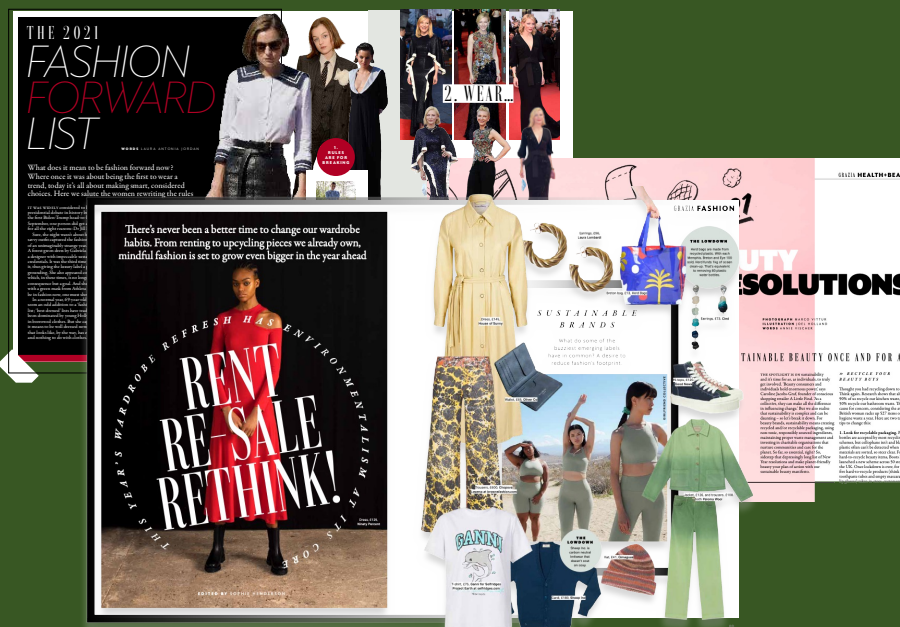


Fleet News driving corporate sustainability

"The September 2021 issue of Smart Transport Journal is almost entirely devoted to sustainability and the environment. – Smart Transport Editor

Influencing Sustainability in FASHION & BEAUTY

"Covering sustainable fashion editorially is important, not only to educate, but also to highlight the work brands are doing to make sustainable offerings more affordable. Now more than ever, our audience is looking towards sustainability and practicality when it comes to their wardrobes. At heat, we believe that sustainability shouldn't be priced at a premium that only a few can afford." – Heat Editor



Grazia shining the spotlight on sustainable brands and driving renting/re-selling behaviours



Heat making sustainable style trendy



Yours show audiences a future beyond fast fashion



62% of consumer think that media companies should highlight brands and companies that are doing good things in the environmental space

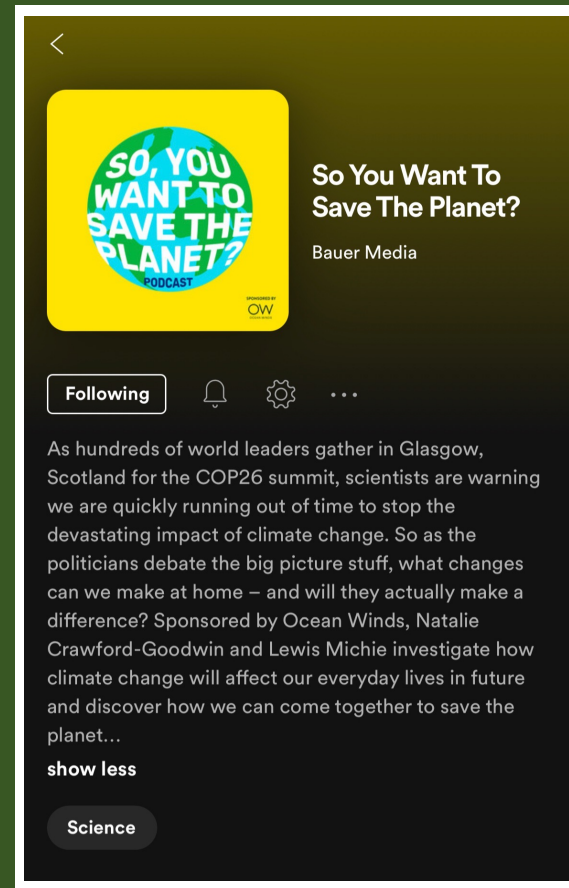
Source: Bauer Media Insider Sustainability 2021



Influencing Sustainability in AUDIO BRANDS



Bauer radio news team in Scotland have created a brilliant 15-minute round up of Cop 26. [Click here to listen.](#)



The News Team have created a podcast on the topic of sustainability named, '**So You Want To Save The Planet?**'. The podcast looks to explain why everyone should care about Cop 26 this November in Glasgow, and relate different topics to their every life, looking at areas such as transport, cleaning products, food and fast fashion.

The podcast is presented by **Lewis Michie** and **Natalie Crawford** and was brought to life with the help of **Rob Waller**, who has also been crucial in planning and designing and **Chris Murray**, who is the producer. To take a listen, [click here.](#)

100%

of our magazine paper is sustainability sourced

Paper is supplied from mills using fully accredited timber, sourced only from sustainable managed forests and all our paper suppliers are certified to either FSC or PEFC.

Both the FSC® and PEFC™ schemes have similar objectives: the certification of forests to credible, independently verified standards of responsible forest management, conserving the natural habitats of plants and animals, and respecting the rights of forestry workers and local communities. Both PEFC™ and FSC® operate robust chain of custody schemes that track wood and wood fibre through every step of the supply chain, from the forest to the end-user.

We only work with sustainably accredited suppliers:



Accreditations: FSC, PEFC, EU Ecolabel, ISO 14001, ISO 50001



Accreditations: FSC, PEFC, EU Ecolabel, ISO 14001, ISO 50001



Accreditations: FSC, PEFC, EU Ecolabel, ISO 14001, ISO 50001, EES+



Accreditations: FSC, PEFC, EU Ecolabel, ISO 14001, ISO 50001



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Accreditations: FSC, PEFC, Blue Angel, ISO 14001, ISO 50001



For every tree harvested at least 2 more are planted



Forestry workers' rights and local communities are protected. Co-operative model – small plots are owned by locals



Several mills generate their own energy from the by-products of forestry. Any excess electricity is distributed back to the national grid for household consumption.



Habitats in the forest are conserved



Paper is transported only by ship or land, never by air



[Click to watch the sustainable practices of sourcing our paper](#)





75%

Planet friendly subscription packaging

In 2020 the business decided to switch from plastic protective coverings to paper wrap for all our subscription magazines titles. We are proud that by the end of 2021 we will transition 75% of subscription copies to be mailed in paper wrap.

37 tonnes

of plastic will be saved
every year once we
reach 100%

Country walking TRAIL

Country Walking & Trail
magazines were the first Bauer
titles to switch to planet
friendly packaging in 2020

~30 additional titles switched to
paper wrap in 2020 & 2021

Despite the production challenges of the
covid pandemic we continued to switch
to paper wrapping for more titles

MOJO
Today's
Golfer
Classic Cars

Take a
Break

Garden
answers
MODEL RAIL

LAND ROVER
OWNER INTERNATIONAL
Bike

Classic Bike

MODERN
Gardens

car

LandScape

TRAIL
Running
THE UK'S No 1 OFF-ROAD RUNNING MAG

Practical
sportsbikes

PERFORMANCE
DIKES

practical
CLASSICS

The Circular Story of our magazines

Sustainable Harvesting
Our paper is sourced from sustainably managed forests. For every tree harvested at least 2 are planted. Nothing is wasted everything is used.

Sustainable Paper Mills
All our supply mills are certified to either FSC or PEFC. We only source paper from Britain and mainland Europe so that we have full transparency of their sustainable practices.

Paper transport
Where we have to transport paper internationally we use ship, rail or road, as they are more sustainable options than air freight.

Printing
We use seven main printing houses. All our print suppliers have ISO 14001 sustainability accreditations. We have reduced our shrink wrap from wrapping each printed bundle to only wrapping the whole palettes for distribution. And some of our sites use vegetable based inks.

Recycling
Our magazines are 100% recyclable and all have on-pack recycling labelling (OPRL). 90% of our newsstand magazine waste is recycled into paper which we then use in the production of some of our own magazines.

Packaging
With our subscription copies we are currently running a programme to switch all magazine titles to paper wrap. By end of 2021 at least 75% of subscription copies will be mailed in paper wrap packaging.

All our newsstand packaging has switched from PDE to LDPE4 fully recyclable packaging. The recyclable plastic has also been reduced in microns to minimise the plastic use as much as possible

Distribution
Our biggest effort for 2021 has been working on supplier engagement about carbon emissions as part of the PPA's sustainability action group. We acknowledge this is critical to understanding our footprint across our distribution supply chain.



WORKPLACE INITIATIVES



Office Copies

We significantly reduced our office copies in 2021 as many teams have chosen to view copies digitally. This saved 30,000gms of plastic and 950k of miles in delivery distance.



Office Printing

We have reduced office printing and switched our printer/copier paper to fully recyclable paper. This has saved 23 thousand litres of water.



Waste Management

3 options for disposal of waste is provided at all our rubbish bins – 1) Recyclable 2) food 3) mixed waste bins. Once is disposed of, we are stringent on the sorting of our waste once so that it is managed efficiently.



Efficient Energy

We undergo an ESOS annual assessment to understand our consumption, cost and CO2 emissions across Electricity, Gas and Diesel for our buildings.

Efficient Lighting

Our Academic House is fitted throughout with LED lighting as well as occupational sensors, thus preventing any lighting being left on when not needed.

Efficient Heating

Heating for the Academic House and Media House is through air-conditioning systems. All pumps are modern, inverter driven units.

Water Heating

Academic House and Media House have point of use electric hot water in the kitchens on each floor, which are efficient as they are not heating water when not being needed.



In 2022 we will assess our carbon emissions for the first time and build an evidence based strategy to get to

Net Zero

We lease all our cars and when they are up for renewal in 2022 we will prioritise exploring electric fleet options. 60% of company vehicles ordered in the past few months have been full electric