

Lovers' Guide Editorial Policy

Understanding, managing and enjoying the increased sexual awareness that results from the current exponential growth in communications is a new challenge. The aim of this site is to continue to help millions of couples to enjoy better, more exciting and more rewarding sex, safely and healthily.

Visitors to the Lovers' Guide website (www.loversguide.com) want information, advice and products they can trust. They recognise the Lovers' Guide name from offline sources, so they are familiar with the brand. They appreciate that the Lovers' Guide is not a source for pornographic material, but they are looking for advice and suggestions to help them expand their sexual horizons, either for themselves or in conjunction with a partner.

To ensure that our readers find the information they need and the product recommendations they can trust, we have developed a policy that defines our approach to the editorial content on our website.

1. The home page of the Lovers' Guide website shall identify the company by displaying its name and logo prominently in order to make clear who controls the content of the site. LoversGuide.com editors shall be solely responsible for any editorial content on the site.
2. Links that appear within the editorial portion of the Lovers' Guide web site are under the sole control of LG.com's editors. Editors may link to relevant products within the LG.com shop, to relevant services within our affiliate network, or to external sites providing further information (e.g., Terrence Higgins Trust). While articles will reference products and recommended services, a clear distinction will be made--through words, design, or placement on the page--between editorial and advertising content.
3. Affiliate advertising and other sales-driven partnerships will appear on both channel highlights pages and article pages across the site. Again, the design and wording used shall make it clear that the link or logo is part of an affiliate relationship. Where products and/or services have been tested or used by Lovers' Guide editors and writers, they should be identified as such. This will help readers distinguish between products that have the "LG seal of approval" and those that are provided on an "information only" basis.
4. In the case of special advertising sections ("advertorials"), or in any other case where there is the possibility that advertising, including "advertorials," will be mistaken for true, independently produced editorial content, the advertising in question shall carry the words "Sponsored By" or "Brought to you by (company name)" prominently on the web page, in type at least equal in size and weight to LoversGuide.com's normal editorial body type face. The word "advertorial" will not be used.
5. LoversGuide.com is designed to give readers access to information about our company, contact information for our editors, our site's privacy policies, and our terms and conditions for use of the web site. This information is accessible at any time from the links at the bottom of each page.

Editorial Content and Schedule

The Lovers' Guide website features content in three channels:

- Lovers' Guide
- Gay Lovers' Guide
- Lesbian Lovers' Guide

Each channel offers articles and information across sections that currently include Relationships, Sex and Health. As more sections are added, the editorial policy will be updated accordingly.

Articles are written by staff channel editors, freelance writers and medical professionals. Where appropriate, articles are by-lined.

Articles are added to all channels on the website on a regular basis. If you are interested in affiliate advertising opportunities and would like a copy of our editorial calendar, please email: [advertising@ loversguide.com](mailto:advertising@loversguide.com)

Contributed Articles

We welcome suggestions for articles of any length, on any subject related to relationships and sexuality. Please contact the managing editor, Lisa Moore (lisa.moore@loversguide.com), to discuss potential subject matter and to receive information on article submission.