

Principles of Publication

— of the dfv media group —

What moves us

The dfv media group offers relevant and reliable specialised information for people that bear responsibility within their companies. Our journalists process that raw material derived from knowledge society in a superior quality. They supply news and investigate background aspects. People come together on our platforms, exchanging ideas, establishing contacts and initiating business relationships. We work at their side, supporting them in the capacity of constructive and critical guides. Integrity, credibility and fairness constitute the foundation of trust which links us with readers, advertising customers and business partners.

While our publications are very diverse, together we stand up for the principles of a social and ecological market economy. We are convinced that an open and democratic society in which media operate independently and freely is the prerequisite for economic success and individual well-being of people.

1. Information is our passion

We provide our readers with reliable information. We do not merely scratch the surface; we conduct in-depth research. We are familiar with the circumstances and participating individuals that we write about. We are guided by high professional standards. That also encompasses correct details and accuracy.

2. Our opinion is founded on arguments

Our journalists word their opinions autonomously – sometimes weighing carefully, sometimes decisively, but always on the basis of facts and arguments as well as a clear underlying position. Our objective is to encourage and promote debate with our comments and editorials. We respect other opinions and give them room in our publications.

3. We are independent

The dfv media group is a family-owned company that is independent of any corporate group. Our journalistic and economic autonomy ensures we are free of external influences. Our journalists are committed to their media brands and their readers – and under no obligation to anyone else. They accept commissions and instructions exclusively from the chief editors and other superiors in their editorial offices.

4. We create community

Our communication is not a one-way street. We conduct dialogues on an equal footing with responsible individuals at companies and associations; we serve as the discussion platform and future laboratory of the industries for which our media work. We want the people for whom we produce media to be successful. We support them – also by means of criticism and error analysis.

5. We facilitate discriminating specialised journalism

We supply our editorial offices with human resources and technical infrastructure, thus enabling high-level specialised journalism. Advertising marketing, sales revenue and turnover from events are the essential mainstays which finance our journalistic activities. In our media, it is invariably clear what content is of an editorial nature and what content is of a promotional nature. The Code of Conduct of the German Press Council is a binding guideline for our work.

6. Our journalism is constructive

We feel committed to constructive specialised journalism. We do not limit ourselves to pointing out problems; we also present possible approaches to solutions. In that regard, we work as transparently as possible without ever revealing confidential journalistic sources.

7. We want equal opportunities for all

We advocate equal opportunities for people in all areas of life, including the work world and our own company as well – irrespective of sex, sexual identity and orientation, age, skin colour, origin and religion. Discrimination, racism, extremism and anti-Semitism have no place in our media and on our podiums. Respectful co-existence and open, even controversial discussions regarding specific issues are not a contradiction; they are mutually dependent.