



SPONSORED CONTENT GUIDELINES 2026

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Advertisement Features and Paid Content Standards

Digital Forensics Magazine (DFM) offers paid-for Advertisement Features within the DFM Blog. Sponsored content provides organisations with an opportunity to present relevant technical, educational or thought-leadership material to DFM's specialist professional audience.

These Guidelines define the standards that apply to all sponsored content submitted for publication.

Purpose and Scope

Sponsored content must provide genuine value to DFM readers and must be directly relevant to digital forensics, cyber security, incident response, investigations, digital evidence, threat intelligence, cyber resilience, investigative technology or closely related disciplines.

Sponsored content is commercial material and is treated separately from independent DFM editorial content.

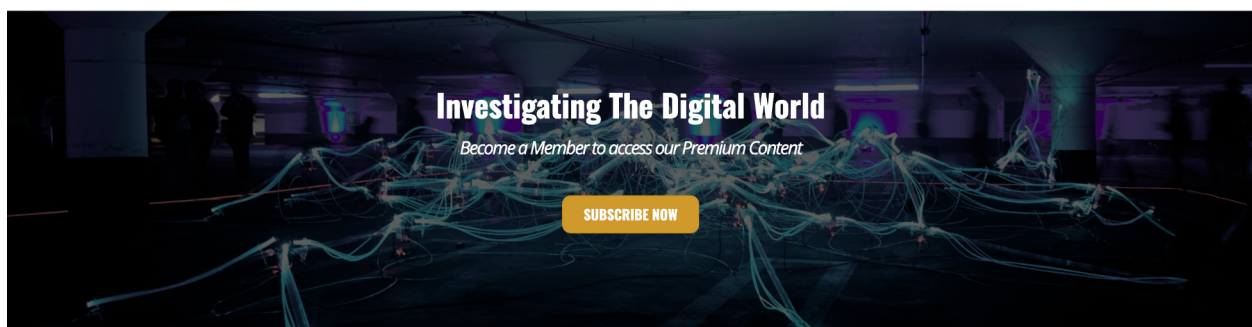
Payment for an Advertisement Feature does not guarantee publication. All submissions remain subject to DFM editorial review and approval.

Editorial Control

DFM retains final editorial control over all sponsored content.

DFM may:

- edit headlines, copy and formatting;
- correct factual or technical inaccuracies;
- request supporting evidence for claims;
- remove or amend inappropriate links;
- reject misleading, exaggerated or unsupported statements;
- request replacement images or graphics;
- require changes before publication;



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- refuse content that is inconsistent with DFM’s professional remit; and
- decline or remove content where publication could damage DFM’s reputation or editorial integrity.

DFM reserves the right to refuse publication even where an advertising enquiry or provisional booking has previously been accepted.

Content Requirements

Advertisement Features should normally be no more than approximately 1,500 words unless otherwise agreed.

Content should:

- be original or properly licensed for publication;
- be professionally written and technically credible;
- provide useful information, analysis, insight or guidance to the reader;
- clearly identify the author and/or sponsoring organisation;
- avoid excessive promotional language;
- distinguish factual statements from opinion;
- identify relevant sources where technical, legal, regulatory or statistical claims are made; and
- comply with applicable UK law and advertising requirements.

DFM may require substantive claims to be supported by credible and independently verifiable sources.

Advertising Identification

All paid-for articles will be clearly identified as commercial content.

The standard DFM designation is:

ADVERTISEMENT FEATURE

Each Advertisement Feature will include a disclosure substantially in the following form:

“This is a paid-for Advertisement Feature. The content has been reviewed by Digital Forensics Magazine for relevance to its professional readership. Publication does not constitute endorsement by DFM.”

This disclosure may not be removed, obscured or altered by the advertiser.

External Links

A standard Advertisement Feature may contain up to two commercial external links.

Commercial links must lead to relevant and legitimate destinations associated with the sponsoring organisation, product, service, report, event or campaign.

All paid or advertiser-controlled external links will be marked by DFM as:

sponsored and nofollow

In HTML this will normally be implemented using:

rel="sponsored nofollow"

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DFM does not sell or provide paid ‘dofollow’ links and will not remove these attributes in return for additional payment.

Advertisers are purchasing exposure to the DFM audience, not search-engine ranking authority.

DFM reserves the right to remove, replace or reject any link considered irrelevant, misleading, unsafe or inconsistent with these Guidelines.

Link Changes After Publication

Requests to change commercial links after publication will be reviewed by DFM.

A published link may not be redirected to an unrelated domain, product, service or sector without prior approval.

DFM may reject post-publication link changes where the proposed destination differs materially from the content originally approved.

Prohibited Content

DFM will not accept sponsored content that promotes, links to or primarily supports:

- gambling, casinos, betting or gaming for money;
- pornography, sexual services or adult-content businesses;
- illegal drugs or unlawful products or services;
- fraudulent, deceptive or misleading schemes;
- predatory lending or inappropriate financial promotions;
- unregulated or misleading investment schemes;
- academic cheating or essay-writing services;
- malicious software or clearly unlawful surveillance activity;
- products or services whose primary purpose conflicts with applicable law or professional ethical standards; or backlink, SEO or guest-post schemes where the principal purpose is manipulating search rankings.

DFM may also refuse material from sectors or organisations it considers unsuitable for its readership or inconsistent with the standing of the publication.

The presence of a prohibited subject within a legitimate forensic, investigative, research or law-enforcement article does not automatically make the article unacceptable. The deciding factor is the nature of the commercial promotion.

Images and Intellectual Property

Advertisers must ensure that they have the necessary rights and permissions for all text, images, logos, graphics and other material supplied to DFM.

DFM may create, modify or replace a featured image to ensure consistency with DFM presentation standards.

Advertisers are responsible for ensuring that supplied material does not infringe copyright, trademark, privacy or other third-party rights.

Claims and Accuracy

Advertisers are responsible for the accuracy of factual claims relating to their organisation, products and services.

DFM may request evidence supporting technical, performance, market, legal, regulatory or comparative claims before publication.

Content must not make misleading claims or imply DFM endorsement, certification or recommendation.

Publication by DFM does not constitute verification or endorsement of a product, organisation or service.

Publication and Duration

Approved Advertisement Features are published within the DFM Blog and may remain available on the website on a continuing basis.

Publication is subject to DFM's normal website operation, archive management and editorial policies.

DFM reserves the right to amend, withdraw or remove sponsored content where:

- information is subsequently shown to be materially inaccurate;
- a link or destination becomes inappropriate or unsafe;
- the advertiser breaches these Guidelines;
- legal, regulatory or reputational concerns arise; or
- continued publication is no longer considered appropriate.

Promotion

Standard Advertisement Feature publication does not automatically include additional promotion through DFM email, social media or other advertising channels unless specifically included in the agreed advertising package.

Additional promotion may be purchased separately or included within a multi-channel advertising campaign.

Payment and Approval

Sponsored content is subject to the applicable DFM Rate Card and agreed commercial terms.

Content should be submitted with sufficient time for editorial review and any required amendments.

DFM may withhold publication until:

- editorial approval is complete;
- required amendments have been made;
- supporting evidence has been supplied where requested; and
- applicable payment arrangements have been completed.

Independent Editorial Content

DFM Sponsored Content is separate from normal editorial submissions.

Payment does not provide influence over independent DFM editorial coverage, reviews, news reporting, editorial decisions or magazine content.

DFM does not accept payment to disguise commercial content as independent editorial material.

Enquiries

Sponsored Content and Advertisement Feature enquiries should be directed through the DFM Advertising Opportunities service.

Current pricing and advertising options are published in the Digital Forensics Magazine Media Kit.

Disclaimer

Digital Forensics Magazine retains final discretion over the acceptance, presentation, amendment and continued publication of all sponsored content. Publication of an Advertisement Feature does not constitute endorsement by DFM of the advertiser, author, organisation, product, service or claims contained within it.

Contacts:

TR Media Limited, Unit 5B, Valley Industries, Cuckoo Lane, Tonbridge, Kent, TN11 0AG, United Kingdom

Advertising Enquiries:

Digital Forensics Magazine Marketing Team

marketing@digitalforensicsmagazine.com

Please contact us by email in the first instance.

Terms & Advertising Conditions

VAT

All prices quoted are exclusive of VAT and applicable taxes.

Pricing Validity

All advertising rates listed within this Media Kit are subject to review and may be updated without prior notice. Confirmed bookings will be honoured at the agreed rate at the time of confirmation.

Placement Availability

All advertising placements are subject to availability at the time of booking. Placement positions cannot be guaranteed until written confirmation has been issued by Digital Forensics Magazine.

Artwork Responsibility

Advertisers are responsible for supplying artwork that meets the required technical specifications. Digital Forensics Magazine reserves the right to reject artwork that does not meet technical or quality requirements.

Content Acceptance

Digital Forensics Magazine reserves the right to decline advertising that does not align with the professional focus, editorial standards, or audience relevance of the publication.