

Editorial principles of *go!* magazine

The editorial team at *go!* follows three simple principles:

1. We pay our own way. *Go!* journalists pay their own travel and accommodation costs. Many other travel magazines accept free offers; we believe that over time this practice leads to the magazine not serving the best interests of its readers. If *go!* can't afford to visit a particular place, chances are good our readers cannot afford it either. If, in an exceptional situation, we do accept a free offer, we will declare this in the magazine.

2. We arrive unannounced. *Go!* journalists prefer to travel "anonymously" so as not to get preferential treatment. We want our experience of a destination to be the same as that of any member of the public.

3. We do not sell editorial space. *Go!*'s editorial content is independent from the magazine's commercial transactions. No one can pay to buy editorial exposure. For example, we do not "sell" our cover so that a particular vehicle or destination will appear there. Similarly, the items that we cover in our "Gear" section are chosen purely on the basis of what we believe interests our readers. No manufacturer can pay to publicise its wares.

To sum up, the *go!* team acts in the interest of its readers. If any other factors come into play, we state this clearly.