



QMS MEDIA PTY LTD
ADVERTISING POLICY 2025

QMS Media Advertising Policy 2025

At QMS Media, we stand firmly behind the principle of an independent media.

We provide a neutral media environment where advertisers can convey their messages in a fair and reasonable manner without preference or difference. We recognise that diversity of opinion is essential to the Australian media landscape – and Australian society – and that a range of perspectives on our media platform does not impact our commitment to uphold QMS Media’s corporate and ESG values.

While we support independent media, we reserve the right to exercise editorial discretion. We will decline any advertising that breaches the law or does not meet the voluntary industry codes of practice set out by the Outdoor Media Association (OMA), and the Australian Association National Advertisers (AANA).

We are part of Australian communities and, as such, we will not accept advertising content that is overtly divisive, particularly on religious, sexual or racial grounds, or other forms of discrimination. Such content is incompatible with our commitment to fostering a respectful and inclusive community.

In cases where content is deemed to be divisive on these grounds, we may, at our sole discretion, decline such advertising.

For any questions regarding our advertising policy, please contact marketing@qmsmedia.com

POLICY REVIEW AND AMENDMENT

This policy will be revised from time to time in accordance with any legislative or organisational changes and to ensure compliance.

VERSION CONTROL

VERSION	DATE	AUTHOR	CHANGES	APPROVED
1.0	07.03.2025	Tennille Burt, David Edmonds and Mal Pearce	First version of Policy	John O’Neill