

Score Aggregation Methodology & Brand List Haymarket Media Group 2025

As the B Corporation Certification is a company-level certification, the assessment of a Parent Company is required to include its subsidiaries in which it owns >50% of the shares and has a controlling interest. Depending on the operations of the certifying company, Parent Companies may roll up their subsidiaries into a single assessment or assess separately.

Regardless of whether a Certified Parent Company's subsidiaries are assessed together or separately, only distinct subsidiaries that B Lab has determined independently meet the performance requirement for certification (i.e. score of 80+ points) are eligible to use the Certified B Corporation logo and refer to themselves as Certified B Corporations.

Aggregated Scoring Methodology

Haymarket Media Group and its subsidiaries were required to be assessed in the B Impact Assessment and undergo a review by B Lab staff. The entities were divided into two assessments, and the overall score was calculated using a weighted average based on revenue-based weighted average of its underlying assessments. The two assessments are as follows:

1. Haymarket Media Group US (BIA 1, US)
2. Haymarket Media Group (BIA 2, Global)

Based on the weighted average, Haymarket Media Group scored an overall 83.6 out of 200 total available points. The minimum verified score required for B Corp Certification is 80.

The table below shows the scores for the individual assessments:

Legal entity/Company name	BIA Score
Haymarket Media Group US (BIA 1, US)	83.5
Haymarket Media Group (BIA 2, Global)	83.7

Brands

Brands that are not distinct operating subsidiaries included in the Parent Company's certification are not Certified B Corporations themselves but may use the Certified B Corporation logo if B Lab has determined they have independently met the performance requirement for certification. Otherwise, the Certified B Corporation logo shall only be used in reference to the brand as part of the Parent Company's certification. For a list of brands under Haymarket Media Group that have been determined to have met the performance standards for certification (i.e. score of 80+ points) independently and can therefore use the B Corp IP, see the table below.

Haymarket Media Group US (BIA 1, US)	
PRWeek US Campaign US Cancer Therapy Advisor Cardiology Advisor Clinical Advisor Clinical Pain Advisor Dermatology Advisor Endocrinology Advisor Gastroenterology Advisor Haymarket Medical Education Haymarket Medical Network Hematology Advisor Infectious Disease Advisor McKnight's Long Term Care News McKnights Senior Living McKnight's Home Care The American Journal of Endocannabinoid Medicine's (AJEM) Optometry Advisor Rare Disease Advisor	Medical Bag Medical Marketing + Media Medical Professionals Reference myCME NACE Neurology Advisor Oncology Nurse Advisor Ophthalmology Advisor Pharmaceutical Marketers Directory PRI Healthcare Solutions Psychiatry Advisor Pulmonology Advisor Rare Disease Advisor Renal & Urology News Rheumatology Advisor Sleep-Wake Advisor Vaccine Advisor Haylo HayloARC

Haymarket Media Group (BIA 2, Global)		
Wonderly Marketing Week Festival of Marketing Creative Review Asian Investor Asian Investor Wealth Corporate Treasurer Finance Asia Campaign Asia Baumzeitung Deutsche Baumschule Friedhofskultur GartenDesign Gartnerborse Gestalten & Verkaufen Mein PARADIESGARTEN TASPO Autocar CAT	Classic & Sportscar Move Electric What Car? AWE International Campaign UK Campaign Canada Campaign Indonesia Campaign Red CIT British Podcast Awards ENDS Report ENDS Compliance Manager ENDS Europe ENDS Waste and Bioenergy Health and Safety International Health and Safety Middle East Horticulture Week GP Management Today	Mineral Waste and Planning MIMS MIMS Learning MIMS Pharma Partnerships Bulletin P3 Bulletin Performance Marketing World Placemaking Resource Planning COMPASS Development Control Practice PR Week In.Comms Third Sector Wind Power World Architecture News Awards World Interior News Awards Campaign India Print Week India