

About publisher and content block lists

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To view partner-publisher lists in the [Meta Brand Safety and Suitability Center](#), you need a [business portfolio](#).



Some features are being introduced gradually. They may not be available to you yet.

Block lists can help you prevent your ads from appearing in places you don't consider suitable for your brand. There are two types of block lists:

- **Publisher block list:** Helps prevent your ads from running on specific Pages, profiles or creators that publish content on Meta platforms. This can be applied to apps in Meta Audience Network, Facebook in-stream reels, Facebook profile feed, ads on Facebook Reels, Instagram profile feed and Instagram profile reels. [Learn how to create a publisher block list](#).
- **Content block list:** Helps prevent your ads from appearing near content you don't consider suitable for your brand. They can be applied to Feed ads and Reels feed ads on Facebook and Instagram. This functionality is available through brand safety and suitability Meta Business Partners. To create and apply content block lists, contact your Meta Business Partner of choice. [Learn more about Meta Business Partners](#).

Note: At this time, you can only see content block lists that are applied from the Meta Brand Safety and Suitability Center. To review the actual content that is blocked, contact your Meta Business Partner.

You can also [download](#) and [review our partner-publisher list](#) or get help with your block list strategy from a [Meta Business Partner specializing in brand suitability](#).

Learn more

- [About brand suitability](#)
- [Create a publisher block list](#)
- [About partner-publisher lists](#)

Common support topics

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Business Help Center

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Business Help Center

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