

**The  
Grocer**

**VISION**

# Guidelines for article creation

A promotional feature on [thegrocer.co.uk](https://thegrocer.co.uk) is an opportunity to raise awareness through sharing your expertise and knowledge around a chosen topic.

We have outlined some best practice advice to ensure your article performs well and achieves your objectives.

- The article **should not read as a 'press release'** or 'news piece'.
- Use insightful, educational and thought-provoking content to ensure reader engagement and positive association with your brand
- The article should be **non-commercial in tone** and should **not be blatantly self-promotional**.
- Your aim should be to **educate and inform**, to demonstrate true thought leadership.
- The content **must be completely unique** and not published anywhere else online.
- Your company name / product name should not dominate the article – remember that your company name is already clearly associated with the content.
- The article **must not be derogatory towards competitors** or other parties.

*We reserve the right to remove, refuse, or re-write content that we feel does not meet this requirement.*

# Article requirements

## Main body

- The article should be **between 500 and 1000 words in length** (we recommend 800 words)
- You should include **multimedia content** to encourage reader engagement (images, videos, infographics)
- You should include a concise Call To Action and provide a URL for this.
- Supply three images including a lead image that does not contain text or logos.

## Image requirements

- Image Format: JPG, PNG or non animated GIF
- Image Size: Aspect ratio 3:2 with a minimum width of 1000 pixels
- Video Format: Youtube/Vimeo embed code
- Two high resolution versions of your logo for a white and black background

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