



Partner Features William Reed Article Creation

We will create the article content for you

Inside includes:

Briefing requirements for the article content

AND

What you need to provide for the landing page

WilliamReed.

Article briefing document

Please send this information to commercialcontent@wrbm.com to start the preparation of the branded article

EDITABLE VERSION – [CLICK HERE](#)

Company name

Main contact for project

- Name
- Email
- Telephone

Objectives

- What is the main objective of the article?
- Any secondary objectives?
- Any relevant key words you would like to see in the article?

Source information

- Do you have any relevant documentation we can use as support/background information for the article?
- If so, **please attach any relevant documents** or send us internet sources

Expert Contact

- Do you have an expert we can contact or interview for the article?
- **Email:**
- **Telephone:**
- **Availability 1:**
- **Availability 2:**

Landing Page

- 1 Top Image**
Format: 1240 x 442 pixels (width x height) - GIF, JPEG, PNG (Static & RBG colour mode only)
Please do not include any text or logo
Please send a 684 x 385 pixels version as well for the promotion in the newsletter

- 2 Company Profile**
Please see page 4 for more details

- 3 Multimedia**
Please send any relevant pieces of multimedia that will help to engage readers. We recommend a combination of at least two pieces of multimedia content.

This can include:

Images

- Graphs or pictures
- File type: Static JPG, PNG or GIF
- No logo nor branding allowed
- Size: 831 px width x 302.55 px height (otherwise a grey border will fill any remaining space or image may be cropped)

Videos

- File type: 1080p MP4 format, maximum file size 1GB

- 4 Product categories**
What will your topic be about?
Choose up to 2 Product categories (see page 5)



SUPPLIERS

Company name: 65 characters max






Logo: 824 x 465 pixels

RELATED CATEGORIES: Probiotics and prebiotics, Gut/digestive health, Maternal & infant health

Text: 1,500 characters max (incl. Spacing and punctuation).
Do not include images / graphs / pictures / tables / links / email addresses withing the text as they will not be visible to the user.

RELATED RESOURCES FROM GENCODE

REQUEST MORE INFORMATION

First Name *

First Name *

Last Name *

Email *

Phone

Department *

Business Activity *

Company *

Employees *

Country *

Country *

Comment

In order for you to receive this content, the above data is provided to BGG Europe SA, the content producer.

SUBMIT YOUR REQUEST

Nutrainingredients Asia-Pacific may use your contact data to keep you informed of its products and services by email or by phone. You can withdraw your marketing consent at any time by clicking the unsubscribe link in such email or by sending an email to dataprivacy@wvwm.com.
More information on our processing can be found in our [Privacy Notice](#). By submitting this form, you acknowledge that you have read and understand our [Privacy Notice](#).

Company Profile/ Supplier Info Center

Please ensure your company profile landing page is up to date

If you do not have a **Company profile** already listed or if you would like to update your existing one, please refer to the following:

Company Profile specification

BakeryandSnacks	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

BeverageDaily	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

Restaurant	Alcohol
	Beverages
	Cleaning & Hygiene
	Design & Furnishings
	Equipment
	Food
	Hospitality Services
	Technology

AgNavigator	Agricultural machinery
	Analytical tech
	Animal feed
	Animal health
	Automation, robotics, equipment
	Crop inputs, herbicides, biologicals, pest control
	Digital, AI, data, cloud solutions
	Not for profit, associations
	Probiotics / prebiotics / postbiotics
	Soil health, plant health
	Venture capital

ConfectioneryNews	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

DairyReporter	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

FoodManufacture	Carbohydrates & Fibres (Sugar, Starches)
	Cereals & Bakery Preparations
	Chocolate & Confectionery Ingredients
	Cultures, Enzymes, Yeast
	Dairy-based Ingredients
	Emulsifiers, Stabilisers, Hydrocolloids
	Fats & Oils
	Flavours & Colours
	Food Safety & Labelling
	Fruit, Vegetable, Nut Ingredients
	Health And Nutritional Ingredients
	Meat, Fish & Savoury Ingredients
	Preservatives & Acidulants
	Proteins, Non-dairy
	Processing Equipment
	Packaging Equipment
	Packaging Materials
	Hygiene, Safety & Cleaning
	IT
	Services

FoodNavigator	Reformulation
	Health
	Compliance
	Sustainability
	Supply chain
	Trends

Morning Advertiser	Ale & Stout
	Bar & Catering Equipment
	Cellar, Dispense & Bar Equipment
	Cider
	Design and Refurbishment
	Entertainment
	Food
	Lager
	Legal
	Marketing
	Outdoor
	Professional services
	RTDs
	Security
	Smoking & Alternatives
	Soft Drinks
	Spirits
	Technology
	Training
	Wine
	Work Wear

NutraIngredients	Please choose one of the following:
	Ingredients
	OR
	Health
	Please select 1-3 product categories from the list below:
	Antioxidants, carotenoids
	Botanicals
	Dosage Forms & Delivery Formats
	Fibers & Carbohydrates
	Omega-3s & Nutritional Oils
	Polyphenols
	Probiotics, Prebiotics & Postbiotics
	Proteins, Peptides, Amino Acids
	Vitamins & Premixes
	Active Nutrition
	Beauty
	Cardiovascular health
	Weight management
	Gut/digestive health
	Healthy ageing
	Immune support
	Maternal & Infant Health
	Mind & Mood

Product Categories

Select 1-3 product categories relating to the topic of your document

[FOR THE EDITABLE VERSION CLICK HERE](#)

Best Practices

Driving Traffic

- > Consider using **additional campaigns**, such as a Mailshot, to stimulate interest and connect with your target audience

Quality Techniques

- > Use **insightful, educational and thought-provoking content** – this will encourage a positive association with your brand
- > Your priority for the article should be **to educate & inform** – this will demonstrate true thought leadership!

Captivating an Audience

- > Think about what topics are **currently trending**
- > Use appealing and **relevant multimedia content** (infographics, videos, charts, etc.)
- > Use **colour in your illustrations**

Branding

- > Ensure the content is **consistent with your brand message**
- > Also ensure that your content is **relevant to the focus** of the **hosting website**

General Information and Disclaimers

Partner features do not necessarily reflect the views of William Reed and its affiliated brands. In order to remain transparent, we will display clear visual signs for partner features when presenting the article to the readers.

Any WR Publications may reject or remove any piece of partner feature that does not correspond with our required guidelines and standards, contains false, deceptive, misleading, illegal information or does damage to the WRBM brand or its affiliates.

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Please note that the article can be revised a maximum of three times from the moment the preview link is shared.