

Partner Features Article Publication with Podcast creation

We will publish your article and host a podcast for you

Inside includes:

The landing page specifications;

The podcast requirements

AND

Writing guidelines and required standards

WilliamReed.

Article Requirements

- 1 Top Image**
Format: 1240 x 422 pixels (width x height) - GIF, JPEG, PNG (Static & RBG colour mode only)
Please send a 684 x 385 pixels version as well for the promotion in the newsletter
Ensure the image does not include any text or logos
- 2 Headline**
Max 84 characters including spaces
- 3 Main body**
800 to 1,500 words. The content must be unique and not published anywhere else online
- 4 Podcast**
Please see page 3 for more details
- 5 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
- 6 Company Profile**
Please see page 6 for more details.

ADDITIONAL REQUIREMENTS:

SEO Title

Max 6 words including spaces

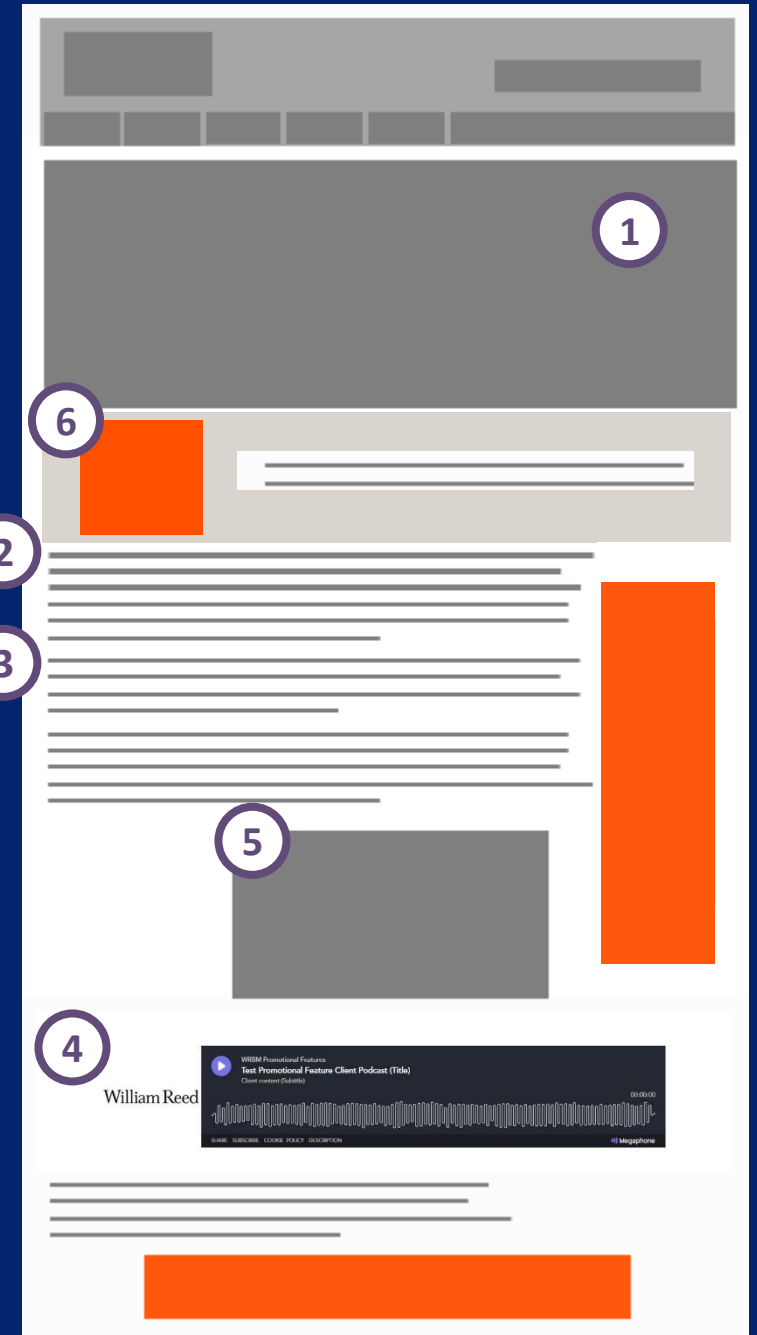
Introduction text

Copy: 170 characters maximum, including spaces

This text will be used in the newsletter and website listings

Product categories

Choose up to 2 Product categories (see page 7)



Podcast Requirements



Copy

Title: 50 characters maximum (includes spacing and punctuation)

Text: Please send a one-sentence description



File type

Provide an audio file



Duration

30 minutes maximum

Please note:

Please specify where in the article you want the podcast to sit. By default, WRBM will place it at the top of the article

It is the client's responsibility to provide the podcast as specified in the specs. If we do not receive any audio file, the partner feature campaign will be published without the podcast

WRBM may reject the podcast should it be too commercial, contains false, deceptive, misleading, illegal information or does damage to the WRBM brand or its affiliates.



Article Structure

- The article should be **between 800 and 1500 words in length** (we recommend over 1000 words)
- You should include **multimedia content** to encourage reader engagement (images, videos, podcasts, infographics) - we recommend that you include **at least two pieces of** multimedia content

Multimedia Format

- Photographs, line drawings, and other illustrations may be in colour or black and white
- Electronic images should be 72 DPI
- Images may be in the following formats (by order of preference): EPS, PNG or JPEG
- Colours should be set to RGB

Article Content

The article and the links it contains should be **non-commercial in tone** and should **not be blatantly self-promotional**. We reserve the right to remove, refuse, or re-write content that we feel does not meet this requirement.

The **content must be unique and not published anywhere else online**.

Please note that re-publishing is permitted across William Reed brands as it is a great way for brands to increase reach and brand awareness to a highly qualified audience. Due to SEO rules, traffic from search engines will be mainly to only one of the sites, however, the content on the other sites will still be exposed to the audience via newsletter and website promotion.

Any reference to third party content must be approved by all third parties.

The article **must not be aggressive in tone or derogatory towards competitors** or other parties.

The article **should not read as a ‘press release’ or ‘news piece’**.

Use of **acronyms should follow our editorial guidelines**. Unless an acronym common knowledge within the industry (e.g.: FDA, US, EU...), the term must be spelled entirely the first time with the acronym in parenthesis. I.e. “Consumption of a sugar-sweetened drink on a daily basis may be associated with an increased risk of developing non-alcoholic fatty liver disease (NAFLD), say researchers....”. Once defined, the term NAFLD can be used freely thereafter.

Trademark, copyright, registration marks and related symbols will not be published in the article.

Commercial rights to all copyright material – including photos, videos and audio elements must be secured by the advertiser from the copyright holder before the material is used in branded content or fall under fair use.

Guidelines for Article Creation

Content Best Practices

Traffic techniques

Stimulate interest and immediately connect with your target audience

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

SEO techniques

Tap into qualified leads outside our core audience

- The content **MUST be completely unique** and not published anywhere else online, otherwise it will not show up in Google search results
- Ensure that the **title reflects what someone would type into a search engine**, as this will be the only traffic driver once website and newsletter promotion ends

Captivating techniques

Grab the attention of readers

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

Quality techniques

Showcase your expertise

- Use insightful, educational and thought-provoking content - this will ensure higher reader engagement and positive association with your brand
- Your priority should be to educate and inform, to demonstrate true thought leadership
- Your company name / a product name may be mentioned within the article – but this should not be used repetitively - remember that your company name is already clearly associated with the content

Branding techniques

Stay true to your brand and followers

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

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 *

County *

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](#)

General Information and Disclaimers

Partner features do not necessarily reflect the views of William Reed Business Media (WRBM) 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 WRBM 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.

All content is published subject to our Standard Terms and Conditions for Advertising Booking in force at the time of booking.

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

If additional editorial work is required you will be asked to pay a flat fee.