



Promotional 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 these information to adops@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:**

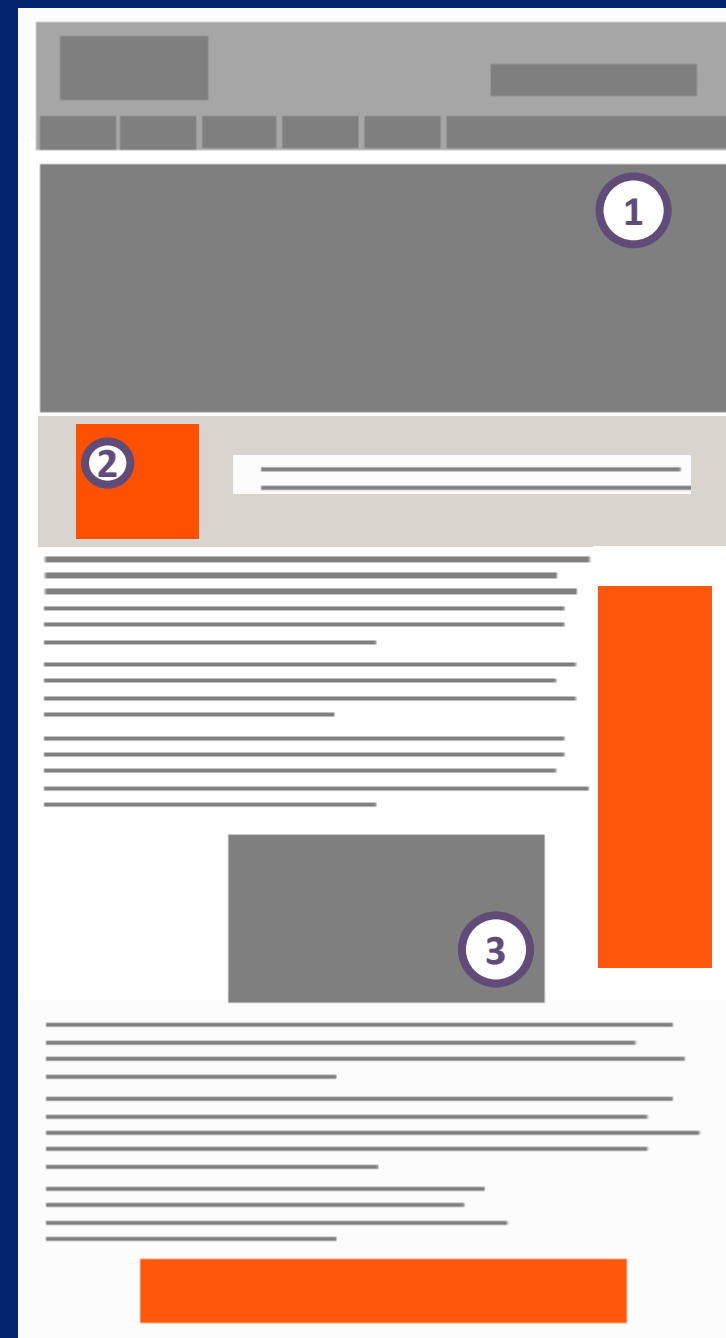
Landing Page

- 1 Top Image**
Format: 1078 x 385 pixels (width x height) - GIF, JPEG, PNG (Static & RBG colour mode only)
Please do not include any text or logo
Please send a 160 x 90 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 the content quality
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: Width: 600px max – Height: 300px max
- Videos
- Youtube URL or MP4

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



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

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

BioPharma-Reporter	Analytical (technologies & services)
	Bio-Outsourcing
	Bioreactors
	Cell lines
	Disposable Manufacturing Tech
	Facilities
	Fill-Finish & Packaging
	Separation & Purification

CosmeticsDesign	Color Cosmetics
	Fragrance
	Hair Care
	Nutricosmetics
	Packaging
	Skin Care
	Oral Care

AgTech Navigator	Agricultural machinery
	Automation, robotics, equipment
	Crop inputs, herbicides, biologicals, pest control
	Digital, AI, data, cloud solutions
	Not for profit, associations
	Soil health, plant health
	Venture capital

ConfectioneryNews	Ingredients and additives
	Packaging equipment and materials
	Processing equipment & plant design

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

FeedNavigator	Analytical Equipment
	Enzymes
	Fats
	Functional Additives
	Grains
	Handling Equipment
	Probiotics/Prebiotics
	Processing Equipment
	Protein and Amino Acids
	Vitamins and Minerals

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
	Environment
	Services

FoodNavigator	Carbohydrates & Fibres (Sugar, Starches)
	Cereals & Bakery Preparations
	Chocolate & Confectionery Ingredients
	Cultures, Enzymes, Yeast
	Dairy-based Ingredients
	Emulsifiers, Stabilisers, Hydrocolloids
	Fats & Oils
	Flavours & Colours
	Food Labelling
	Food Safety
	Fruit, Vegetable, Nut Ingredients
	Health & Nutritional Ingredients
	Preservatives & Acidulants
	Proteins
	Sweeteners
Processing and packaging	

FoodNavigator Asia	Bakery
	Beverages
	Confectionery
	Convenience Foods & Snacks
	Dairy
	Desserts
	Functional Foods & Drinks
	Meat
	Seafood
	Soups & Sauces
Traditional & Staple Foods	

MorningAdvertiser	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	Antioxidants, carotenoids
	Botanicals & Herbals
	Dairy-based ingredients
	Dosage forms
	Fibres and carbohydrates
	Minerals
	Nutricosmetics
	Omega-3s & Nutritional Oils
	Polyphenols
	Probiotics, Prebiotics & Postbiotics
	Proteins, Peptides, Amino Acids
	Vitamins & premixes
	Allergies & intolerances
	Blood sugar management
	Bone & joint health
	Cancer risk reduction
	Cardiovascular health
	Cognitive and mental function
	Energy
	Eye health
	Gut/digestive health
	Healthy ageing
	Immune support
	Inflammation
	Maternal & infant health
	Men's Health
	Oral/Gum health
Respiratory health	
Skin health	
Sports nutrition	
Weight management	
Women's health	

OutSourcing-Pharma	Analytical testing, QC
	Bulk ingredients
	Contract Manufacturing
	Contract sales & marketing
	Data management
	Drug delivery, formulation
	Fill & finish, packaging
	Medical devices
	Phase I-II
	Phase III-IV
	Preclinical
	Regulatory affairs
	Supply chain, logistics
	Validation services
	APIs (active pharmaceutical ingredients)
	Delivery formulations
	Delivery technologies
	Excipients, raw materials and intermediates
	Packaging machinery & supplies
	Processing equipment
QA/QC	
Regulations	
Tabletting, coating & ancillary equipment	

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 an Editor's Spotlight, 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

Promotional 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 promotional features when presenting the article to the readers.

Any WR Publications may reject or remove any piece of promotional 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.