



# Promotional Features Article Publication

We will publish your article

**Inside includes:**

Writing guidelines and required standards

AND

The landing page specifications

# Article Requirements

- 1 Top Image**  
Format: 980 x 350 pixels (width x height) - GIF, JPEG, PNG (RBG colour mode only)  
Please send a 160 x 90 pixels version as well for the promotion in the newsletter  
By default we will resize/crop the big top image  
Ensure the image does not include any text or logos
- 2 Headline**  
Max 100 characters including spaces
- 3 Main body**  
500 to 1,500 words. The content must be unique and not published anywhere else online.
- 4 Multimedia**  
Please send any relevant pieces of multimedia for engagement  
We recommend a combination of at least two pieces of multimedia content  
Image Format: JPG, PNG or non animated GIF  
Image Size: Width: 600px max – Height: 300px max  
Video Format: Youtube URL or MP4  
Please note: Cannot include logo or branding
- 5 Company Profile**  
Please see page 5 for more details.

## ADDITIONAL REQUIREMENTS:

### SEO Title

Max 70 characters 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 6)



## Article Structure

- The article should be **between 500 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 an Editor's Spotlight, 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**

f t in

**Logo: 750 x 422 px**

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 \*

United Kingdom

County \*

Comment

Submit Your Request

Nutralredients 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 [datapriacy@wvdm.com](mailto:datapriacy@wvdm.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**

<b>BakeryandSnacks</b>	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

<b>BeverageDaily</b>	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

<b>BigHospitality</b>	Alcohol
	Beverages
	Cleaning & Hygiene
	Design & Furnishings
	Equipment
	Food
	Hospitality Services
Technology	

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

<b>CosmeticsDesign</b>	Color Cosmetics
	Fragrance
	Hair Care
	Nutricosmetics
	Packaging
	Skin Care

<b>ConfectioneryNews</b>	Ingredients and additives
	Packaging equipment and materials
	Processing equipment & plant design

<b>DairyReporter</b>	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

<b>FeedNavigator</b>	Oilseeds
	Grains
	Grasses
	Protein & Amino Acids
	Vitamins And Minerals
	Enzymes
	Fats
	Functional Additives
	Probiotics/Prebiotics
	Processing Equipment
	Handling Equipment
	Analytical Equipment
	Software

<b>FoodManufacture</b>	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

<b>FoodNavigator</b>	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

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

<b>GlobalMeatNews</b>	Beef
	Pork
	Lamb
	Poultry
	Game
	Halal
	Kosher
	Exotic
	Ingredients-Additives
	Packaging Equipment & Materials
	Processing Equipment & Plant Design

<b>MorningAdvertiser</b>	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	

<b>NutralIngredients</b>	Antioxidants, carotenoids
	Botanicals & Herbs
	Dairy-based ingredients
	Dosage forms
	Fibres and carbohydrates
	Minerals
	Nutricosmetics
	Omega-3s & Nutritional Oils
	Polyphenols
	Probiotics & Prebiotics
	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	

<b>OutSourcing-Pharma</b>	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 2 product categories relating to the topic of your article

[FOR THE EDITABLE VERSION CLICK HERE](#)

# General Information and Disclaimers

Promotional 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 promotional features when presenting the article to the readers.

Any WRBM 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.

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