Promotional 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: 1078 x 385 pixels (width x height) - GIF, JPEG, PNG (Static & RBG colour mode only)
Please send a 160 x 90 pixels version as well for the promotion in the newsletter
Ensure the image does not include any text or logos

2 **Headline**
Max 100 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 for engagement
We recommend a combination of at least two pieces of multimedia content
Image Format: Satic JPG, PNG or GIF
Image Size: Width: 600px max – Height: 300px max
Video Format: Youtube URL or MP4
Please note: Cannot include logo or branding

6 **Company Profile**
Please see page 6 for more details.

ADDITIONAL REQUIREMENTS:
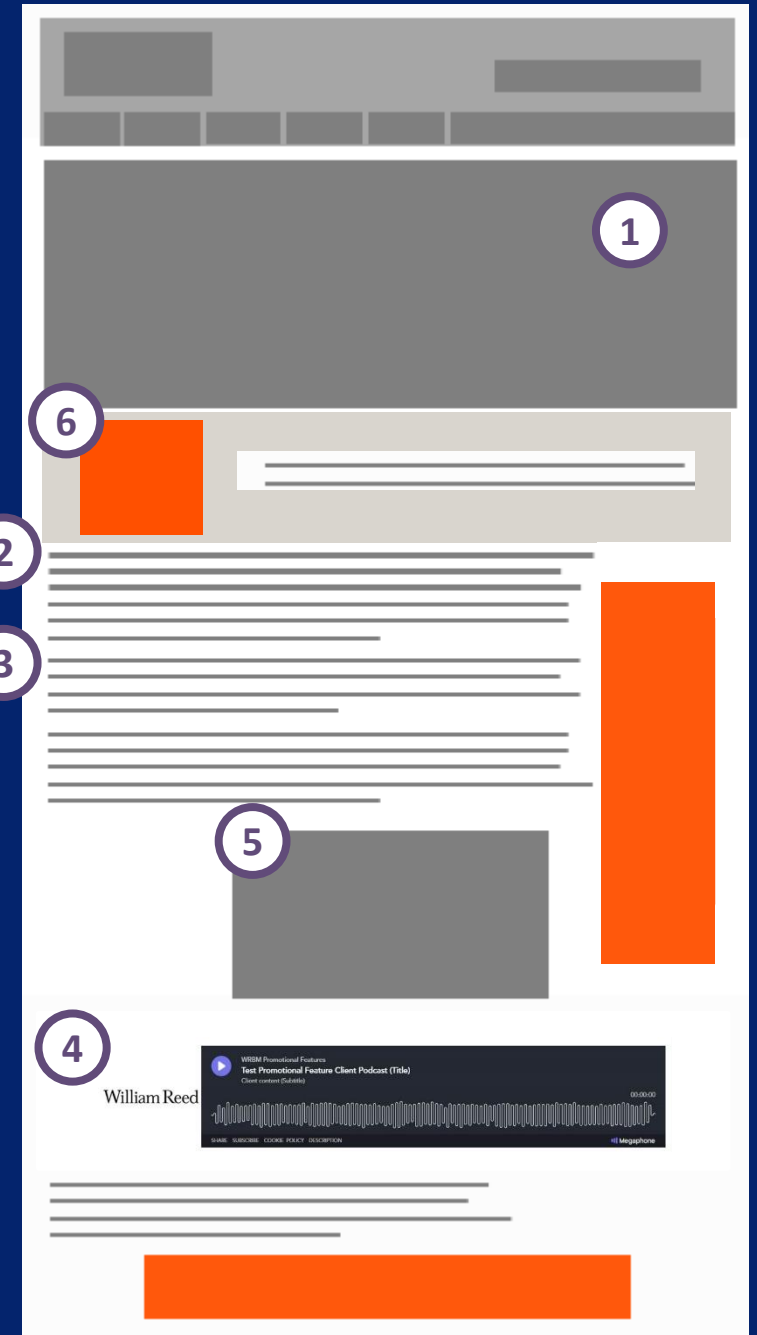
SEO Title
Max 70 characters including spaces

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 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 promotional 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 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

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

Product Categories

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

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

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
- 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

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.