

Editorial Guidelines

1. Editorial should be submitted as a Word document, without tracked changes.
2. It must meet the word count specified, otherwise it will be edited to fit.
3. It must meet the deadline specified, otherwise we can't guarantee to include it.
4. Please include a title for the article itself, the author's name and title, and a high res picture of the author as a JPEG.
5. Editorial should be written in the first person by the named author(s).
6. We don't accept editorial which is written to appear as a independent interview conducted by one of our team.
7. Editorial is included as 'Sponsored Content' – it is intended to inform and entertain the reader, not as a direct commercial promotion.
8. It will be proofed by our editorial team who reserve the right to make spelling or grammatical alternations, and changes based on our house style.
9. Every effort must be taken by the contributor to make sure the content is accurate and does not mislead the reader. We cannot 'fact-check' all of the articles submitted to us.
10. If you have any queries, please contact us as early in the drafting process as possible.

Sponsored Content / Promotional Feature

- > Editorial space, whether this be indirect via an ad, or direct as a straight payment, will be marked as 'Sponsored Content'.
- > The only edit we don't mark as such is material which we have chosen to do ourselves, and is written by our team, and as such, there is no payment made.
- > If an article is overtly promotional this will be marked as "Promotional Feature" rather than "Sponsored Content". A member of the client's team will be required as the named author.