

## Content Etiquette & Guest Blogging Guidelines

The purpose of the BROOD Magazine website is to share high quality content that aims to educate, inspire and inform working parents and business owners - in the spirit of sharing knowledge and good practice.

Contributing an article is a great way to share your expertise with a large working-parent community, position yourself as an authority in your industry and send traffic back to your own website.

Our content team are always keen to publish high quality guest posts. If you're an excellent writer and have an idea for an article that you think would appeal to our business audience please read the information below.

### What we're looking for

To ensure that the quality of content on our website is maintained we will only accept articles that are timely, relevant and valuable to our business audience. Although we cover a broad range of topics we're particularly interested in content that relates to running and growing a business, parent related topics and business innovation.

Ideally you're an established, credible blogger; However, we will consider novice bloggers providing the piece is well-written and well-researched, original, topical and relevant.

## Guidelines for submitting to BROOD Magazine

Following guidance below will give you a much stronger chance of being featured on our blog:

- Posts should be between 600 and 2000 words
- All submissions must be completely original and not published on other websites
- Images should comply with copyright or usage restrictions, permission for use should be obtained and the source should be cited
- Please resize your feature images to a maximum of 750 pixels wide and 322px high. Other images must be a maximum of 750 pixels wide

### What we won't accept

BROOD Magazine is the trading name of BROOD Magazine Ltd.  
Email: [info@broodmagazine.com](mailto:info@broodmagazine.com) Company No: 13981913.

If you'd like to see your content on our website/blog, avoid creating content that is:

- Thin content which provides little value
- Content promoting your company or organisation, services and products solely
- Misleading or inaccurate
- Defamatory or excessively negative
- Too similar to blogs that we already have on the site
- Certain Adult content
- Certain Betting Sites
- Promotion of illegal substances.

## How to submit your content

If you'd like to submit an article for review or discuss a content idea with us, email: [content@broodmagazine.com](mailto:content@broodmagazine.com) and address it to our digital editor, **Rob Stubbs**.

## Content ownership

By contributing content to websites owned by BROOD Magazine you are granting us a license to this content. BROOD Magazine retains the right to decline or take a post down; and may need to edit a post where appropriate.

## About the editing process

Please note that all submissions will be reviewed but may not be published. Our blog is not a sales channel, therefore sales focused and advertorial style content may not be accepted.

We retain the right to decline or take a post down, edit a post where appropriate and include links to our own services or content when relevant.

## Costings

Any costings will be agreed on prior to the content going live. Please contact your BROOD representative should you have any questions.