

Tropic

Branded Content

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# Guidelines

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This option suits messaging that is relevant to our readers and region, has broad appeal, and establishes business/leader as experts in their field. Our editorial team will work with you to discuss potential subject matters and provide direction and support where required. If you are supplying content, our editorial team may make changes to the copy so that the editorial style is consistent with the rest of the publication. Our journalists will also write headlines, captions, infographics and determine article pull quotes.

## How your page will look

A full page is around 400-500 words and a double page 600-800

The word counts may vary depending on the availability of quality imagery, fact boxes and infographics

The design and layout of the page is determined by Tropic's style guide, ensuring consistency throughout all editorial pages in the publication

## Factors that improve reader engagement

- Strong imagery
- Infographics
- Fact boxes
- White space

## What won't be included on an editorial page

- More than one contact detail
- Content written for sales promotional purposes
- Business logos
- Imagery with overlaid text or graphics
- Custom colours or fonts
- Factually inaccurate content

## Can I offer my content or idea to another magazine or publication?

If you have pitched content to another publication or media organisation, please let us know that your pitch is not exclusive. If it has only been offered to us, then please indicate a reasonable timeframe that you'll need a response by, before it is pitched elsewhere. We will not accept pitches or articles that have been published anywhere else (online or in print) and will consider any omissions of this information as a breach of contract.

Tropic

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