











## Do you have a story to tell?

We welcome any articles relevant to our readers. If you have news on a new product or service, tips or hints that will help others or you know of something exciting someone is doing in our sector, submit your article for consideration.





### Examples of stories we'd love to publish

-  **Product reviews** – Have you tried a new product or service recently? Share your experience with our community and help them get up to speed.
-  **General educational information** – Use your experience to establish yourself as an industry expert. Submit an article and share your knowledge with others.
-  **New products** – Do you have information about a new product? Our community would love to hear about it too.
-  **News** – If you have a press release, send it to us and we can help spread the word.





### Do...

-  Submit original content – all published articles must be the original work of the named author.
-  Include informative, relevant and useful information.
-  Be genuine – our readers want to hear the REAL story.
-  Be clear and comprehensive – fill in all the blanks so our readers don't have to.
-  Provide proof for any claims you make – include documented facts, references and/or research if necessary.
-  Proofread, proofread and proofread again.

### Don't...

-  Use profanity.
-  Rant – our readers love to hear about your personal experiences but avoid using an overly negative tone and make sure you distinguish between opinion and fact.
-  Negatively attack any product, service, company, person or segment of the industry.
-  Disguise blatant marketing as editorial content – if you want to market your product or service, submit a press release and we will publish it as such.

### Submission procedure

-  Articles should be approximately 500 words, and should not exceed 1,000 words.
-  Images, graphs or charts will add impact to your story – images should be in JPG format - please include photo credits, model releases and identification of subjects.
-  Include the following with your submission: a short biography of the author (maximum word count 300) and a professional colour headshot of the author (JPG format).
-  Email your article as an MS Word document to **editorials@spabeauty.co.nz**.

### Acceptance policy

Articles are accepted at the discretion of our editorial team. We also reserve the right to make editorial changes.