Blog mission statement:

Whether you are looking for campsite ideas for your next holiday or need some sound practical advice, the Alan Rogers blog – Perfect Pitch – is your trusty resource for all things camping & caravanning.

Guidelines

Posts on the Alan Rogers blog should be helpful, targeting readers from the U.K. who are interested in the leisure and travel market.

The language used should be engaging and conversational in tone, without jargon, unless the article is technical.

The audience is made up of a broad range of readers, many of whom are retired or approaching retirement, with disposable income and time available to spend in the outdoors.

Requirements

The following are required material for the Alan Rogers blog.

Writing style and language:

- Our blog guidelines are designed to be used in conjunction with our Writing Style Guide, which can be found here:
  https://static.alanrogers.com/downloads/Alan_Rogers_Writing_Style_Guide.pdf
  The style guide contains details of number formats, dates, currency, place names abbreviations and more.

Word count:

- 800 words minimum
- Don't restrict your piece based on this number.
- Many of our articles range from 800 – 2000 words.

Format:

- Please share either a Google document or email a Word document.

Formatting:

- Please use headers and sub-headers to break up your post.
- Keep paragraphs short. No longer than four lines.
- Avoid big blocks of text.
- When writing headlines, try to be specific and indicate a benefit to the reader.
- Use bullet or numbered lists where appropriate.

Editing

- We may edit your article or return it to you for revision. At our discretion, we may edit anchor text and links that are not relevant to your post.

External Links:

- Link to other content where relevant. Link included must add value for readers.
- Include a maximum of 2 'sponsored' links.
- 'Sponsored' links are NOT marked as [rel='sponsored' or 'nofollow']
- Links will open in a new browser window.
- Links are not permitted in the first paragraph.
- Links to the following types of website are not permitted on the Alan Rogers blog:
    - Dating or adult
    - Alcohol & drugs
    - Counterfeit goods
    - Dangerous products or services
    - Financial products or services *
    - Gambling and gaming
    - Healthcare and medicines *
    - Inappropriate content
    - Political and religious content
    - Travel agencies *

* Links to these types of website may be permitted by prior approval of the editor, providing they are not competitive to ours, or our parent company businesses.

Images:

We love to include images on the Alan Rogers blog. We use images to break up the text, to make the blog post easily digestible and to support any data contained in the blog.

Ideally, we like to include one image every 3rd paragraph; that way, a picture is always visible. Include one header image.

- NO STOCK PHOTOS (unless absolutely necessary).
- Include images that show the reader "how to" do something or images that support the data.
- Please upload your pictures in JPG, landscape format
- Minimum (width/height) in pixels: 945/756
- Maximum (width/height) in pixels: 5000/4000
- Minimum file size of 100.00kB
- Maximum file size of 5.00MB
- Must not contain overlays or logos, text or star ratings
- Send your images via: https://alanrogers.wetransfer.com/ make sure they are labelled clearly with the blog title.

Author bio:

- An author bio should be 50 words max.
- Include your headshot (350×350).
- Link to your Twitter, LinkedIn, Company etc.

Exclusivity

We ask that your blog article is not published elsewhere previously, simultaneously or in the future. If we find your article elsewhere, we reserve the right to edit/remove your article from the website.

Deadlines

- We ask that your articles be submitted seven days before your scheduled run date.
- Occasionally scheduling of your article may change, we will endeavour let you know ahead of time.

Plagiarism

Please ensure your copy is your own and is unique. We don't tolerate plagiarism, and we check articles against several sources before publication.

Promotion

Please promote your article via your social networks. We ask that you do this more than once on multiple social channels over several days. The time frame for this and scheduling is up to you.

We will share your post the article on our main social media channels (Facebook & Twitter) and include it in an email to our general mailing list of around 13k subscribers.

Articles appear on our blog indefinitely and our homepage for around a month, though often for much longer.

We usually include the same articles, free of charge, in our Destinations Magazine (https://alanrogers.com/destinations-magazine) which is distributed in print at the February & October N.E.C. Shows (C. 10k copies) and remains online indefinitely.

Pricing

Prices start from £150 plus V.A.T. and are not negotiable.

Contact

If this is of interest, please contact rob@alanrogers.com