

blog guidelines

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 and caravanning.

Guidelines

Posts on the Alan Rogers blog should be helpful, targeting readers from the UK 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 at bit.ly/writing-style-guide

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 Doc 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 and 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 third 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: 945px x 756px
- Maximum (width/height) in pixels: 5000px x 4000px
- Minimum file size of 100KB
- Maximum file size of 5MB
- Must not contain overlays or logos, text or star ratings
- Send your images via alanrogers.wetransfer.com make sure they are labelled clearly with the blog title.

Scan the QR code to visit our blog, Pitch Perfect. Get news, advice, top tips and inspiration for your next camping adventure.



Author bio

An author bio should be 50 words max, include a headshot (350x350) and links to your social media profiles and company website 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 and 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 (alanrogers.com/destinations-magazine) which is distributed in print at the February and October NEC Birmingham Shows (approx. 10k copies) and remains online indefinitely.

Price

Prices start from £150 plus VAT and are not negotiable.

Writing style guide

Numbers

In general write out in full 'one' up to and including 'ten'; use numerals for 11 and up. *There are two large swimming pools. The site has 120 pitches.*

Exceptions

Avoid starting a sentence with a numeral.

Do not use '12 pitches have drainage.' Instead use 'Twelve pitches have drainage.'

Use numerals for numbers one up to ten when a number above ten is in the same or in an adjacent sentence 'With the completion of improvements, 4 blocks have showers for disabled visitors who have washbasins only.'

Use numerals for number spans involving numbers over ten 'Children 7 to 12 (or 2-7) are admitted free.'

Use numerals for information given in decimals and percentages 'Drive north 3.7 kilometres (2.29 miles). A discount of 5% is given.'

Use numerals in expressing measurements (eg height, weight, length, width, latitude, longitude, temperature, sums of money, population figures).

Use numerals for street numbers in addresses.

Ordinal numbers

To rank, write out first, second, third... up to and including tenth. Starting with 11th, use the ordinal indicator 'nd', 'rd' or 'th'

It is the third largest site. In its 14th season.

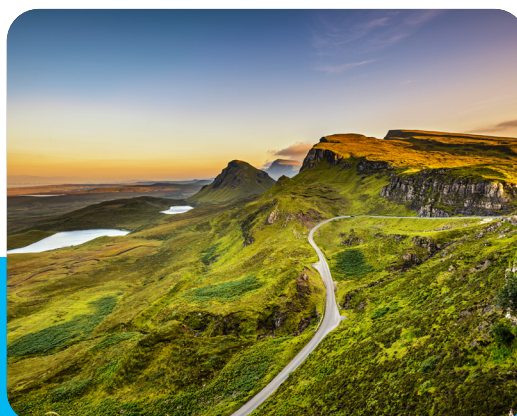
Exceptions

For centuries always use figures 'the 15th century AD'

For dynasties, spell out the number if 100 or less 'the Eighteenth Dynasty.'

If sentence parts or adjacent sentences contain ordinals above and below 11, and they apply to the general category, use figures throughout.

'The club runners came in 4th, 5th and 14th place.'



Addresses

Always use figures for street numbers and spell out street, road, boulevard etc. *7 Cheyenne Street.*

Style addresses in the style of the country in which they are located *8 rue de Crion, 3405 Paris.*

In addresses, the native spelling for towns and cities should be used rather than the English variation *Beethovenstrasse 67, 60325 München* (not Munich).

Telephone numbers

Do not include international dialling codes. (explanation of the relevant International and area codes is included in our guide in each country introduction page).

Always include the area code - as dialled from within the country concerned.

Style numbers according to the style of the country being written about *23.24.25.26* or *223/3456* or *07583 232 600.*

Money

Use numerals except at the beginning of a sentence *The pool charge is £2. Two pounds is the charge for the pool.*

Use a decimal for currency if pence (or equivalent) are included anywhere in the paragraph *Per pitch £5.00; electricity £2.50.*

Use commas for figures of a thousand or more *£1,245*

Most prices are quoted in Euros (please use the symbol '€' and use a comma as the separator) *€10,50*

For other currencies, use the local currency using the following abbreviation for the monetary unit.

Britain uses Pound Sterling **£**

Czech Republic uses Czech Koruna **Kč**

Hungary uses Hungarian Forint **HUF**

Norway uses Norwegian Krone **Nkr**

Poland uses Polish Złoty **złts**

Sweden uses Swedish Krona **Skr**

Switzerland uses Swiss Franc **CHF**

Clock times

Quote in figures using the 24 hr clock *06.00-08.00 hrs, 17.00-21.00 hrs.*

Ages

For ages use the same rules as for other numbers. Spell out numbers from zero to ten, use figures from 11 up *A six month old puppy; the three day war; she is 14 years old.*

Use figures for generalised ages *Most people retire in their 60s.*

As with other numbers, if the same sentence includes numbers both below and above 11 occurring together and referring to parallel things, use figures *His three sons are 5, 9 and 11 years old.*

Figures vs words

With time spell numbers from zero to ten, use figures from 11 up *a five minute wait; two hours ahead of schedule; the 15th day.*

Days

Days of the week may be spelled out in full or abbreviated as follows *Mon, Tues, Wed, Thurs, Fri, Sat and Sun.* It is acceptable to use the en dash *The shop is open Mon - Thurs.*

Months

Where appropriate names of months may be abbreviated to three letters *Jan, Feb, Mar, Apr, May, June, July, Aug, Sep, Oct, Nov and Dec.*

Years

In general use figures to designate specific years *1823, 1987, 2009, 2021.* Decades are also given in figures *the 1950s.* The en dash may be used in date spans *1952 - 1984*

Date format

Dates are written in dd/mm-yyyy format with no commas separating the elements *20 December 1982 was the date; School breaks up on 27 July.*



Date spans

It is acceptable to use the en dash in text and essential under the 'Open' heading *Open 1 May - 30 October*.

Campsites are categorised as 'open all year' if they are open for at least ten months of the year. They should be described under the 'Open' heading as *Open: all year except 1 Jan - 28 Feb*.

Measurements

Measurements are given in the units of the country being written about.

For Britain, use miles, yards etc

For Europe, use kilometres, metres etc.

Be consistent, do not mix the two forms.

Abbreviate units of measurement as follows:

| unit | abbreviation |
|--------------------------------|--------------|
| metres | m |
| square metres | sq. m |
| kilometres | km |
| hectare | ha |
| yards | yds |
| feet | ft |
| inches | in |
| miles | miles |
| acres | acres |
| hours | hrs |
| minutes | mins |
| seconds | secs |
| ampere | a |
| latitude | lat |
| longitude | long |
| Ordnance Survey grid reference | OS Gr |

Countries

Names of countries appear in English style *Italy, Switzerland, Germany*.

Regions

Guides may be divided by geographical areas (*north, southwest*) administrative areas, counties (*Cornwall, Yorkshire*), tourist areas (*Highlands and Islands*) or French départements (*Vendée, Gard*).

Where the native word is used, it is normally one which would be well understood by a British reader *Costa Blanca, Algarve*. Alternatively, use a well-known English version *Bavaria*.

Major cities and towns

Native place names should be used in the title line as follows but where there is a well known English version it may be included *Wien/Vienna, München/Munich, Roma/Rome*.

Once identified, the native form may be dropped in the general text (but not in the directions section).

Smaller towns and villages

Smaller towns and villages do not generally have English versions, use native spelling. However, where there are alternatives locally, both may be used *Leifers/Laives, Bozen/Bolzano*.

Names of nature sites, monuments, bridges etc

The English version of a name may be used where there is an accepted and commonly understood English version *The Loire Valley, Eiffel Tower*.

Otherwise, the native name is used even if a direct literal translation is possible: *Côte Granit Rose*, not *The Rose Granite Coast*.

Street names

Street names should always be in the native style *The statue is on the Via Dante*.

Standard abbreviations and terms

With a variety of writers we do need to standardise some of the more commonly used words. Some examples of terms we have adopted are:

Use '*park*' in Britain to mean campsite (unless the use the word '*site*' is used in a name).

Use '*site*' or '*campsite*' when talking about European campsites. Do not shorten to '*camp*'.

'*Caravan holiday home*' to mean (in Britain) '*static, mobile home, permanent*' etc.

'*Motorhome*' is an umbrella term for '*motorcaravan, motorvan, camper, campervan, motor caravan*' etc.

'*American Motorhome*' or '*5th wheeler*' is acceptable for the large, American type units.

'*Caravanning*' (double 'n') is correct but '*caravaning*' may be used in site names where appropriate.

Where appropriate we describe toilets (or WCs) as '*British*' or '*Turkish style*' (not continental).

We use '*chemical disposal point*', '*waste water point*', '*motorhome service point*'.

'*Super pitch*' is a trade name - instead use '*fully serviced pitch*'.

'*Playground*', '*campsite*', '*southwest*', '*dishwashing*', '*washbasin*' etc are written without hyphens.

'*Children's playground*' is correct, not '*childrens*'.

We spell dryers with a 'y', barbecues with a 'c' and surprise (etc) with a 's' not a 'z'.

When talking about disabled visitors, use appropriate phrases such as '*disabled visitor*', '*those who are less-abled*', '*sight-impaired*', '*wheelchair-user*'.

Use '*facilities for disabled visitors*' when talking about specialised facilities for wheelchair-users.

Good English

Please give some thought to the following taken from 'Correct English' by B A Phythian (Hodder and Stoughton).

Common errors

'comprise of' is incorrect; the 'of' is superfluous ('the complex comprises three swimming pools').

'different from' is correct (not 'different than' or 'different to').

'essential' should be regarded as an absolute; either something is essential or it is not.

'unique' means without equal; it is an absolute; there can be no degree of uniqueness.

'superior to', not superior than.

'neither, nor', not 'neither, or'

Wrongly used words

'majority' does not mean almost all; 51% is a majority.

'plethora' means an unhealthy excess; 'abundance' is better.

'optimum' means most favourable, not maximum.

'approximate' means near to the actual;
'approximately' means nearly exactly; avoid using either to roughly.

'doubtless', 'no doubt', 'undoubtedly' mean 'without doubt', and should not be used to mean 'probably'.

Unnecessary words

The pruning of such unnecessary words will allow the main sense of sentences to stand out.

Meaningless intensification a handy example is the over-use of the word 'very' ('I am very sorry, very grateful, very upset, very tired'). The use of 'very' is to emphasise, not to add to the meaning but its use has become so habitual that it has almost become meaningless. Having lost its force, 'very' has been supplemented by other intensifying adverbs ('really, terribly, awfully, extremely, exceptionally, considerably'). If any words can be omitted without changing the sense, omit them.

Prepositional elaboration is a preference for prepositional phrases when single words suffice 'he phoned in connection with . . . (about)'; 'prices change in relation to the season . . . (with)'; 'I am writing with reference to . . . (about)'; 'in the vicinity of . . . (near)'.

Dignity words are long words which are felt to be more striking than shorter ones with an identical meaning but are probably unnecessary 'commencement' (start), 'adjacent to' (near), 'terminate' (end), 'requirement' (need), 'initiate' (begin), 'reside' (live).

Tautology is needless repetition. For example, as 'requisite' means something required and 'necessary' means required, to describe something as a 'necessary requisite' is tautological. Likewise 'unexpected surprise', 'final completion', 'new innovation'. Further examples 'actual fact', 'check up on' means check; 'currently' means now; 'miss out on' means miss; 'at a time when' means when; 'whether or not' means whether.

Tired words are best avoided for fresh, effective and inspiring writing.

Clichés such as 'in this day and age'; 'last but not least'; 'few and far between'.

Conventional modifiers such as 'sadly lacking'; 'bitterly disappointed'; 'marked contrast'.

Vogue words such as 'catalyst'; 'credibility gap'; 'in-depth'; 'arguably'.

'plus' is a fashionable alternative for 'and'.

'relative to' or 'relating to' may often be replaced by 'about' or 'in'.

'to all intents and purposes' means 'virtually'.

'not to put too fine a point on it' means 'frankly'.

Overused words have, from over-use, lost the substance and force they once had. They include 'definitely'; 'hopefully'; 'nice'; 'involve'; 'ongoing'; 'situation'; 'significantly'.

Monotonous passages are a group of sentences with a similar length and structure that together add no substance and make for monotonous reading. For example 'The New Forest is a great place to visit for walking. When walking in the New Forest, make sure to bring good walking boots.'