This guideline helps us create your editorial feature in Beaches COVERED. Please supply as much information as possible. The more detail you provide, the better we can tell your story.

WORD COUNT GUIDE

Beaches COVERED. has an allocated word count for your booked space.

- **Full Page Editorial:** up to 450 words
- **Double Page Spread Editorial:** up to 850 words

If you are supplying approved final copy, please ensure it adheres to the allocated word count above.

If Beaches COVERED. is creating the editorial content, please supply as much information as possible. The final editorial will be written to align with the word count indicated above.

Beaches COVERED. will create the headline and introduction for your editorial.

WE'LL NEED YOUR BUSINESS DETAILS

- Business Name
- Business Address
- Phone
- Website
- Instagram / Social Links

EDITORIAL DIRECTION & KEY INFORMATION

Please help guide the look, feel and messaging of your feature.

- Will your space be ad-based, editorial-based, or a combination?
- Do you have a preferred layout or reference style?
- Have you reviewed previous issues of Beaches COVERED. and identified a design format you'd like us to follow?
- What is the key message you would like to communicate to the reader?

ABOUT YOUR BUSINESS

Tell us about your business in your own words.

- What do you do and what are you known for?
- What products or services do you offer?
- Who do you work with or help?
- How long have you been operating and where are you based?

YOUR STORY (OPTIONAL)

- Why did you start your business?
- What inspired the idea?
- What sets you apart?
- Any milestones, growth moments or proud achievements?

PRODUCTS, SERVICES OR FOCUS

What would you like this editorial to focus on?

- A product or service
- A new launch
- A seasonal offering
- A brand refresh or reset story

RESET THEME (OPTIONAL)

Autumn's theme is Reset.

- How does "reset" connect to your business right now?
- Is this a new chapter, offering, mindset or direction?

DEAL OR PROMOTION (OPTIONAL)

You're welcome to include a deal, offer or promotion.

This will also be featured on the Beaches COVERED. website.

- Offer details
- Valid dates
- Any terms and conditions:

IMAGES & ASSETS

Please supply separately via email:

- Logo (EPS or high-resolution JPG)
- Up to 5 high-resolution images
- Photographer credit (if required)

FINAL NOTES

- Beaches COVERED. will edit supplied copy for clarity, tone and style.
- Headline and introduction will be written by Beaches COVERED.
- Editorial design and style will adhere to Beaches COVERED. styling and selected fonts to ensure a cohesive look throughout the magazine.

Download the Editorial WORD Doc here >

BEACHES COVERED.