



POLICY: CONTENT MARKETING / PUBLISHING

PHOTOGRAPHY, ARTICLE & LINK SUBMISSION

Peruse the sections below most relevant to you. Submission of content means:

ARTICLES:

(of no more than 4,000 words), together with **URL links** to the Houghton & Mackay network for subjects related to Culture, Lifestyle and Wealth; for individuals, brands or organisations. These can be about anything under these headings, such as luxury goods, travel, fashion, traditions, lifestyle, finance, economics and so on.

PHOTOGRAPHY:

Imagery for inclusion in articles and/or for the Instagram, Twitter, Facebook and LinkedIn pages. These may be part of an article or stand-alone (for instance if you are a photographer wishing to promote your work and gain access to our audience). Photography within articles is selected either by the editor or provided by client or promoter.

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ADVERTISEMENTS:

For publication to front page advertising slots, side margin and within articles on the magazine website. Publicized for the period agreed.

PUBLICATION OF SUBMISSIONS

Articles:

These are published to the magazine front page, categorized by (where appropriate): culture, lifestyle, wealth & investing, fashion, The Arts, exclusives, bucket list, the eclectic, or lifestyle.

Further links leading to the article are published on Instagram, Twitter, Facebook and LinkedIn.

Photography:

- **Article Imagery:**

Imagery is selected by the editor matching the subject and tenor of the articles, sourced with the necessary copyright licences and rights, provided by photographer, or client for a sponsored post.

- **Stand Alone Photography:**

Published as stand-alone images on Facebook, twitter, LinkedIn and Instagram without an accompanying article. Either sourced by the editor or provided by clients wishing to promote their work or brand without an article. Stand-alone photography cannot contain words, but a blurb will be provided about the entity to which it relates (visit [Instagram page](#) for examples)

- **Advertising Imagery:**

Imagery is supplied by the advertising client together with confirmation of right to publish. Advertising posters may contain words, contact numbers and any other relevant info.

ADVERTISING WITH HOUGHTON & MACKAY

Adverts in the Magazine:

These are published on the magazine website front page, in the side margin or within articles as mutually agreed.

Sponsored & Collaborative Posts & Articles:

Collaborative posts between clients and Houghton & Mackay are written by a member of the writing team about the brand, organisation, product or service in question. Focusing on the concept behind the subject in a journalistic, third person style, they will discuss the entity, its journey, special points of interest and so on.

These articles may contain links, artwork or photography provided by client together with other relevant information such as contact details. The client may provide some direction as to content, mutually agreed before it is written.

DRAFT & PUBLICATION DATE/TIME

The day and time of publication is agreed between the freelance writer and / or client taking part. Article drafts may be presented to clients (in the case of Sponsored posts) prior to publication, reasonable additions, omissions or amendments will be conducted as part of the writing fee.

SPREAD OF NETWORK

Items will be published to the main magazine platform, found at <https://houghtonmackay.com> with a further mention / excerpt on <https://houghtonandmackay.com>

Once published, articles will appear across the Houghton & Mackay pages across social media, being LinkedIn, Instagram, X and Facebook.

****As a result of publication, article links may be copied or forwarded on by third parties, through "share" mechanisms, liked or reposted.***

AUDIENCE: FOLLOWERS & REACH

This document is regularly updated to reflect the “as is” figure.

As of **December 2023**, the total follower count stands at circa 30,000 worldwide; across our website, subscriber list and social media pages. Impressions of posts exceed 5 million and reach currently exceeds 4 million people worldwide.

The reach is dependent on the different algorithms in play across the online world. The more activity (likes, shares, reposts, reads) an article receives, the higher it **may** appear on social media and across the internet, thus triggering a higher number of views and traffic as a result.

WHAT DOES SIZE OF AUDIENCE MEAN?

In brief terms, the size of the audience consists of followers and/or “likers” of a page and those listed as members, depending on the wording of the social media page in question, as in the case of Houghton & Mackay, they may be called subscribers and members. In addition, the many people who will visit an article, photo or advertisement to view or read the item in question.

YOUR CONTENT

Submissions under the headings of Culture, Lifestyle and Wealth, together with their broad spectrum of sub-genre are accepted. However,

- **Any defamatory, sexual, religious, racist, political material are not.**
- **Within articles, Pure advertising pieces are not allowed, but discussions where certain relevant products are mentioned and linked-to are accepted.**
- **Separate Advertising of any products or goods *must* be owned by you or those you represent.**

Examples of Accepted content:

- **Pieces discussing Lifestyle.**
- **News & current affair pieces**
- **Discussions on finance, economics and wealth**
- **Showcases for projects, Ideas, releases.**
- **Philosophy on modern life**
- **Art Movements**
- **Cultural Discussion**
- **Event write-ups**

REPRODUCTION: PERMISSIONS

Once Published, an article may not be reproduced in full elsewhere, except as an excerpt or backlink to the original page on Houghton & Mackay, or an outbound link from the page in question on Houghton & Mackay.

Attribution must always be for the author first and foremost, with Houghton & Mackay given as source of content.

YOUR RESPONSIBILITY

Whilst it is not mandatory, it is advised that freelance writers taking part and clients share articles and links to their own networks via the repost options found within most social media platforms, or by copying the URL appropriately.

ENDORSEMENT

Houghton & Mackay, together with its owners, participants and stakeholders does not endorse, nor take credit for any of the content posted on behalf of third parties, except in agreement of the generalisation under the headings of Culture, Lifestyle and Wealth.

STANCE

This is a Politically neutral organisation which does not knowingly or openly endorse, promote or discuss any political movement or current affair in any of our publications. The Political views and position of participants and clients are entirely separate and unrelated to this organisation.