

## Guidelines for Trends advertorial



Trends advertorial gets results because it looks and reads like Trends editorial. It conforms to the same strict guidelines as Trends editorial, encouraging prospective clients to read your story. We prepare your advertorial pages for you, as part of the Trends service.

### Trends advertorial

- Leads with large, high-quality images showing products in lifestyle settings
- Presents ideas and solutions clearly and simply, with no advertising language
- Carries no logos, branding, prices, trademarks or other evidence of advertising

### 8 easy steps to Trends advertorial

- Step 1** **BEFORE YOU START:** Speak with your client co-ordinator, who will advise on the best way to display your products and services.
- Step 2** **INFORMATION ABOUT YOUR COMPANY, YOUR PRODUCTS AND SERVICES:** Complete the Trends advertorial questionnaire. Brief notes are fine – our writers will turn them into a story. Please include any brochures or website addresses with extra information. Highlight the most important points.
- Step 3** **PHOTOGRAPHY:** Good photography is essential. Please send RAW file format, TIFF, or EPS files.
- Step 4** **LOCATIONS:** We can arrange photography for you, if required. These pictures will be yours to keep. As costs will vary according to location and the number of images, please ask us to quote.
- Step 5** **SENDING YOUR MATERIAL:** Send us your images with a description of what each picture shows, and your completed advertorial questionnaire.
- Step 6** **INTERVIEWS:** If required your writer will call you to talk about your business, products and marketing goals, to add to the information you supply in the advertorial questionnaire, material gathered in this interview will be used to write the story.
- Step 7** **APPROVAL:** After your advertorial has been reviewed to ensure it meets our style requirements, your writer will email you the story as a PDF for you to check. When you are happy with your pages, simply notify your approval by return email, attaching the approved version. Please note, PDFs are supplied for content approval only. Due to variances in monitor setup, image quality will not be optimal and colours may not be accurate.

### Cancellations

Any costs incurred prior to a cancellation will be charged accordingly.

**IF IN DOUBT, PLEASE SPEAK TO YOUR CLIENT CO-ORDINATOR.**

**Marijana Zeba** Client Co-ordinator  
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Australia freephone 1 800 129 162 ext 792

## Advertorial, what's the next step?

Congratulations on your decision to participate in Trends. We would like to make the process as easy as possible for you. The following outlines what you can expect from the time of meeting with a business manager, to receiving your copies of Trends.

### Step 1

#### Business Manager

At this stage the order has been signed and you have told your business manager what you want to achieve by exposure in Trends

### Step 2

#### Client Co-ordination Department

- You can now expect to hear from your client co-ordinator. They will discuss your material and advise you on what is required
- They will quote on photography and design if necessary
- You will receive all explanatory documentation for your reference
- You will be asked to supply appropriate material and be given a deadline

### Step 3

#### Writer

Now it's time to get going on your advertorial. A writer will look through the information collected by the client co-ordination department and call you for a telephone interview if required. Once the advertorial is written, you'll receive a copy to check and approve the pages before they go to print. Then it's just a matter of sitting back and waiting for your copies to arrive

### Step 4

#### Production Department

As soon as the book is complete a digital version of the book will be created and a link sent to you so that you can start to use the book straight away. Send an email version to your clients and contacts.

Once the print version is available we will get a copy straight to you.

Your business is important to us and we want to ensure that this process flows smoothly. Your client co-ordinator is available at any point if you have any concerns or questions — please don't hesitate to talk to us. Either by phone **+64 9 571 5718** or by email: [marijana.zeba@trendsideas.com](mailto:marijana.zeba@trendsideas.com)