

CONTENT GUIDE FOR PARTNER CONTENT SUBMISSIONS



IT SHOULD BE UNIQUE CONTENT WRITTEN SPECIFICALLY FOR PUBLICATION ON THE REGISTER - NOT REPURPOSED COPY REPLICATED FROM ANOTHER PUBLISHED SOURCE.

Our readership have particular expectations around style and tone, and will quickly notice if we're using somebody else's content. Adopt a casual style and don't make the language too formal.



IT MAY BE PARTNER CONTENT BUT IT SHOULDN'T READ LIKE AN ADVERT OR A PRESS RELEASE!

Create a concise, to the point story with context and meaning, explain a problem that needs to be solved, then offer a solution. Build a conversation and avoid introducing sales promotions/discounts too early as this leans too heavily towards advertising. If a promotion is to be included, make it the conclusion to the article so it's the last thing the reader sees.



DIFFERENTIATE.

The readership will want to know what makes you different compared to other suppliers offering the same or similar products/services. Explain what you think is distinct and or/better about your company or particular proposition.



REMEMBER THE READERSHIP - PREDOMINANTLY KNOWLEDGEABLE TECHNOLOGY PROFESSIONALS, NOT CONSUMERS.

Make the article relevant to them, their needs and interests in terms of technical content and business requirements. Read the profile here: www.theregister.com/Profile/about_the_register



FOCUS ON THE BASICS.

Outline what, how, who and when. Clearly explain what it is you're pitching, how it will help, and why the readers should care. If statistics or performance metrics are to be included (benchmarks or market share numbers for example), cite a reference/source.



USE SELECTIVE QUOTES

Avoid quotes in shorter pieces (sub-400 words) as these will just dilute what should be a concise, to the point message. For longer, feature length articles quotes should be written in natural language rather than marketing speak and used to reinforce, illustrate or embellish (not repeat) a point already made in the text.



WRITE FOR A GLOBAL AUDIENCE.

Cast your net wide. Unless the content is aimed at a specific demographic or region, avoid words, phrases, expressions, euphemisms that are unique or only common/broadly understood in one part of the world but not others.



BREAK UP THE TEXT.

The longer the article, the more pauses are needed to break up the text. Default towards smaller paragraphs and subheads, but also consider bullet points, numbered lists etc to aid clarification and assist readability. Use the latter sparingly or not at all in shorter pieces, otherwise the content will become too fragmented.



USE THE THIRD PERSON NARRATIVE.

It's better to refer to the third person (ie "it", "those" and "they", or name a specific individual or group of people like "IT departments", "cyber security professionals" or "IT staff") rather than adopt the second person narrative (ie "you" and "your") which smacks too much of direct advertising. Eg Rather than "If you want to implement the best cyber security infrastructure to meet your requirements ..." use "Cyber security professionals that want to implement the best cyber security infrastructure to meet their requirements ...".

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