**The Dogs**

**Online article guidelines March 2021**

When producing content for The Dogs, please adhere to the following guidelines. All articles are subject to the house style and the editor’s decision is final regarding changes:

1. You must provide between 500-1000 words.
2. Please try to provide us with two relevant images to accompany the article.
3. We generally do not accept press releases and content must not be advertorial (unless discussed with the Sales Associate).
4. Any mention of anything other than content relating to dogs or pets will be marked as sponsored.
5. Content must provide useful advice or information to The Dogs’ readers, not solely as a platform to sell your products/services. Any content considered as such will be rejected by the editor.
6. Placement of up to three external links per article in relevant positions is acceptable. However these links must be in the same style as the rest of the text i.e. not emboldened or italicised.
7. Three internal links are included in every article on The Dogs, if one is not included in provided content internal links will be inserted.
8. “No follow” or “do follow” links as and when of your needs.
9. Gambling, casino, cryptocurrency, essay writing, CBD “do follow” links will not be accepted.
10. Any content provided to The Dogs can and often will be, edited to suit house style, format and size guidelines. If you wish to see a copy of any edited material before publication you can request from this from the editor. However, any subsequent changes you recommend will be at the discretion of the editor.