

Article Topic Submission Brief

Client/Company:

Contact Name:

Contact Email:

Contact Phone #:

Important note: In order for your articles to be picked up and used by the media, branding should be kept to minimum. The purpose is to provide valuable information to a broad audience rather than cheer lead.

We recommend tips-based lifestyle articles. [More information and guidance can be found in our Writing Tips document that can be downloaded here.](#) (167 KB, PDF)

What is the desired result of this outreach?

When do you want to see pick up in the media occur? Please identify month(s).

Please identify the target audience(s)/ stakeholder group(s) for this outreach.

Will you be adapting this content into French?

Yes

No

Is there a call to action? If so, please provide.

Please outline the article topics you are considering for outreach.

Note for 1,000-word submission we recommend a minimum of three articles (max four articles), for a 2,000-word submission it is a minimum of six articles (max eight articles).

#1: Headline/Topic:

Supporting information/key points:

How are you incorporating the brand mention(s)? Please list or explain (such as spokesperson quote, call to action with a website link).

#2: Headline/Topic:

Supporting information/key points:

How are you incorporating the brand mention(s)? Please list or explain (such as spokesperson quote, call to action with a website link).

#3: Headline/Topic:

Supporting information/key points:

How are you incorporating the brand mention(s)? Please list or explain (such as spokesperson quote, call to action with a website link).

#4: Headline/Topic:

Supporting information/key points:

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#5: Headline/Topic:

Supporting information/key points:

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#6: Headline/Topic:

Supporting information/key points:

How are you incorporating the brand mention(s)? Please list or explain (such as spokesperson quote, call to action with a website link).

#7: Headline/Topic:

Supporting information/key points:

How are you incorporating the brand mention(s)? Please list or explain (such as spokesperson quote, call to action with a website link).

#8: Headline/Topic:

Supporting information/key points:

How are you incorporating the brand mention(s)? Please list or explain (such as spokesperson quote, call to action with a website link).