

Do the write thing.

# Blog Editorial Guidelines



CRN's blog *Supplemental* is the platform for unique takes on supplement industry issues.

## How to Write a Winning Post

Be sure your post is insightful or shares actionable advice. Keep your style conversational. *Supplemental's* voice is thoughtful and responsible—with a little kick. What is one takeaway readers can apply to their work in the industry?

## Before You Start Writing

Send Craig Muckle, Director of Communications, an email at [cmuckle@crnusa.org](mailto:cmuckle@crnusa.org) with your topic idea to confirm it's unique.

**Post Length:** 300 to 750 words

## Audience Snapshot

Here's who makes up *Supplemental's* audience:

- Dietary supplement and functional food industry manufacturers, ingredient suppliers, and their employees
- Trade press
- State and federal elected officials
- Consumer-focused health and wellness reporters
- Current supplement users/consumers
- Retailers of dietary supplements and functional foods
- Industry stakeholders, consumer organizations, integrative healthcare practitioners

## Include an Author Summary

This is 2–3 sentences about who you are, what you do, and links to your Twitter and LinkedIn pages. We can link to your company's website only in your author summary.

## Additional Considerations

- Submissions will be edited as needed for grammar, brevity and/or clarity.
- Please include at least one image for your post.
  - Best image size: 1200 x 675 pixels
  - Unfortunately, we can't use photos of specific supplement brands.
  - Charts and infographics are welcome.
- We can't link to direct competitors, self-promotion, or affiliate links.
- Please include a proposed headline.

## Post Approval Process

It takes about a week for your post to receive a publishing date. CRN reserves the right to decline to publish any submission for any reason.

## Reposting and Republishing

We encourage you to share the link to your published piece on social media. We ask that you do not republish the content in full or in part elsewhere but that you link to your piece published in *Supplemental*.