



**Sponsored editorial
guidelines**

What is an editorial feature?

Patient's editorial features add context to topical, relevant health topics, often supporting our Patient Information Leaflets (PILs) and services we offer on Patient Access. This type of content aims to be **engaging, helpful** and ultimately **empowering**.

Our features may be written internally by a member of our editorial team, a GP or one of our select team of experienced freelance health journalists. Our writers all adhere to our strict editorial and clinical guidelines, so you can be assured that you will always receive a high-quality, clinically robust article.

Features are more journalistic in tone (think Guardian, Telegraph etc) but clinically robust. However, we are writing for the general public, not journalists or other medical professionals. Articles and leaflets written for professionals follow a different set of guidelines but are similar in the way they are structured and written.

We publish features which are **accessible**, written in a chatty tone, and provide useful advice. Features are generally between 700 and 900 words in length. In some cases, where the subject requires more detail, this may be up to 1,200 words. This equates to approximately 4-8 minutes reading time. Concise, impactful information is more useful to our readers and helps to maintain their attention.

Our features always include quotes from experts in the field sharing their advice. The only exception to this is where the author is a qualified healthcare provider with expertise in the relevant medical field – on some occasions they will use their own clinical expertise without external expert opinion. We often include quotes from case studies telling their stories, where possible, too.

Publishing timeline

Editorial features go through several stages of approval before we can publish them. After they have been written, features require editing, clinical approval by a GP, author approval and proofreading.

This means that we generally need **at least three weeks** between commissioning an article and publishing, on top of any additional time which might be needed on your end for brand approval.

Features must be published in the same year as the content was signed off.

Sponsored content declarations

We must **declare sponsored** content. Sponsored articles are marked as such on thumbnail photos for articles, as well as in a disclaimer box at the top of the article which will include your brand's logo and link to your website of choice.

If applicable, your ads will run in the ad spaces around and within the article for agreed period of time.



Sponsored links and branded claims

We will only include a maximum of 3 links to your website or content and/or mention of your brand within an article. Our readers are more likely to read to the end of a feature and stay engaged if the focus remains on clinically-robust health information and advice, rather than just on pushing a brand. Ultimately, this makes readers more likely to engage with your brand or content, as well as maintaining our reputation as a trusted source of health information.

Any claims made in Patient articles must be objective, backed by robust evidence, fair and balanced. We can only include brand claims with clinical backing and, wherever possible, we need to be able to link to studies or research. Our articles have a duty to provide readers with comprehensive information which covers all aspects of the relevant clinical topic.

Our editorial content is directed at consumers. As such, we are not permitted to promote prescription only medications or MHRA approved products. Any information we do provide on medications and medical devices must be strictly objective and provided as part of a comprehensive overview of all options.

Our patient information and medicine leaflets do provide information on individual medicines or drug classes, but these leaflets have a different aim to editorials and are never sponsored.

References

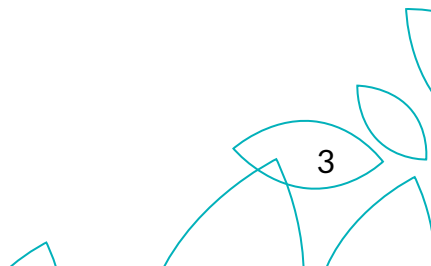
Every article on Patient.info contains hyperlinks to both academic references and internal links to other peer reviewed editorials, patient information leaflets and medicine leaflets on the site. It is not standard procedure to provide downloaded copies of references or fully marked up references. If this is required, this must be agreed in advance, before the commencement of writing and will incur a further fee.

Amends

Once a feature has been written and approved on our end, we'll send it to you, the sponsor, to make sure you're happy with it.

We allow two rounds of amends from sponsors on each feature. Amends may include small tweaks such as language changes, minor amendments to structure or the addition of a section on a certain aspect of the topic. Larger-scale changes and further rounds of amends will incur an additional fee.

Patient.info retains sole control of all content and we reserve the right to turn down requested changes if we feel they are unsuitable for our audience.



Newsletters

Patient.info and Patient Access provide a weekly newsletter containing features across a range of relevant health topics, and could have an introduction from our Clinical Director, Dr Krishna Vakharia. Depending on what has been agreed, your sponsored feature may be included as the main article in one of these newsletters alongside branded advertising banners and an introduction paragraph on the topic from Dr Vakharia. This is a high impact way to get your brand and the sponsored content in front of hundreds of thousands more readers.

Our sales team will agree a date for a sponsored newsletter send with you if applicable. Since we run multiple campaigns, we often have newsletter slots booked up several weeks in advance, and these are subject to change. You will be kept informed if the send date needs to be changed.

Newsletters are written internally by our editorial team. We are able to provide a mock-up on request if it is required for internal sign off, for example, but we require at least a week's notice to do this. We do not allow changes to the content of these newsletters.

We must mark sponsored content as sponsored in the email in order to be fully transparent with readers.

Performance and promotion of content

Patient.info and Patient Access have a broad readership and we are viewed as a reliable source of accurate and responsible health advice. We know our readers and our content well and as we work together, the editorial and sales teams will advise you on how to get the most out of your sponsored content.

This includes advice on an optimum title, description, newsletter placements as well as the content itself. We cannot be held liable for underperformance of sponsored content if this advice is not utilised.

We have certain tools at our disposal to drive traffic to your sponsored content. These include:

- Patient.info and Patient Access weekly newsletter. This can include your sponsored content as the 'hero' or top feature in the newsletter, as well as an advertising space.
- Inclusion on the homepage. All published features are included on the homepage for around a week in our 'Latest Articles' feed. If agreed, we can include your feature as one of the three main features on the homepage.
- Social media promotion. This must be agreed with sales and marketing. All articles are automatically shared on Twitter but with agreement we can publish further Tweets, Facebook posts or on Instagram. These posts can also be promoted using social media advertising if agreed with the sales and marketing teams.

