



Sponsored Content Questionnaire

Congratulations on your upcoming sponsored article.

Our goal is to craft a high-impact piece that authentically represent your brand and help rank on Google. Our writers use this questionnaire as the primary source of inspiration and information—so the more detailed your responses, the better your results.

Once published, your article will appear on trusted Condé Nast platforms and be indexed by Google, boosting your SEO and helping secure your visibility where and when it matters most. These backlinks remain live for 12 months, driving long-term impact.

The name of your business WILL be included in the TITLE of the article to secure SEO ranking.

The Sponsored Article Questionnaire will need to be completed at least **two weeks** before your scheduled launch date. This will allow the writing team for the publication to develop the article.

- The underlined questions in blue are required to be completed
- We will provide up to three rounds of revisions, your team will review the draft before its sent to publication to be placed on the site. Once its live published we will share you the live link

In addition to the completed questionnaire, we will require 4 high resolution images (either JPG or PNG) at least 1000 pixels wide. These images will be embedded within the article content

Please review your questionnaire carefully before submitting—we rely on your input to deliver exceptional content.

THE UNDERLINED QUESTIONS IN BLUE ARE REQUIRED

PART 1 - ABOUT YOU / YOUR BRAND

1. What is the name of the person(s) and/or brand these articles are for?
2. Do you have a preferred title (producer, rapper, influencer, etc.) that you'd like us to use?
3. What is your personal background and experience related to this article?

4. What inspired you to start your business or become involved in this industry?
5. What challenges or obstacles have you faced in your career or business, and how have you overcome them?
6. [What sets you apart from others in your industry, and what unique perspective do you bring to this article?](#)
7. What are some notable career highlights? (Awards, recognition, accomplishments, etc.)
8. Do you have any personal anecdotes or stories that you would like to include in this article?
9. Where do you see yourself/your brand in a few years? What are some of your dreams and aspirations?
10. [Is there anything else that you think the writer should know to create an effective and successful article?](#)

PART 2 - ARTICLE GUIDELINES

1. [What is the main goal of this article? \(e.g. to increase brand awareness, to drive traffic to a website, to generate leads\)](#)
2. Who is the target audience for this content piece? (e.g. age range, location, interests, job titles, industry beginners, enthusiasts)
3. [What is the main message or theme you want in this article?](#)

4. [What specific points or information do you want to include in this article?](#)
5. Are there any specific SEO keywords or phrases that you want to focus on in this article?
6. [Are there any specific tone or style guidelines that you want the writer to follow? \(if yes, please provide details\)](#)
7. Please provide direct links to all social media accounts (if any) you want to be included in the articles.
8. Are there any existing content pieces (e.g. blog posts, articles) that you want the writer to reference or link to in this article?
9. Provide 2 to 3 potential title ideas if you'd like.
10. [Is there information you do NOT want to be included in the article? \(if yes, please provide details\)](#)