SPONSERED CONTENT QUESTIONAIRE

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.

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

Any claims, third-party mentions, awards, recognitions, or celebrity references included in the article will require written permission before Conde Nast can publish.

Any images featured in the article will need a credit mention to properly attribute them. Conde Nast requires this.

THE UNDERLINED QUESTIONS IN BLUE ARE REQUIRED

Story type: Please choose from one of the options below.

- Editorial feature PR (for brands or events; third person, lots of anecdotes, creative storytelling)

Example:
https://www.architecturaldigest.com/contributor-content/story/the-harmonious-contradiction

https://www.cntraveler.com/contributor-content/story/water-travel-just-got-a-luxury-upgrade-meet-navier

- Informative Advertorial / Brand Voice - (Informative or thought-piece; non-promotional story in the form of an editorial article; relevant topic, with the client featured as an expert on the topic)

Examples: https://www.cntraveler.com/contributor-content/story/visit-palm-springs-a-city-that-lets-you-just-be-you

https://www.wired.com/sponsored/story/welcome-to-the-new-global-network/

Tone: Please choose from one of the options below

Authoritative & Informative

- Best For: Brands, lawyers, professionals, and news publications.
- Description: This combo communicates expertise and trustworthiness. It is rooted in fact and often leans heavily on data and authoritative sources.
- Goal: Builds credibility, establishes thought leadership, and promotes trust.

Conversational & Engaging

- Best For: Products, services, and artists.
- Description: This style is casual, as if speaking directly to a friend. It is relatable, often filled with anecdotes or firsthand experiences.
- Goal: Fosters connection, humanizes a brand or individual, and encourages reader interaction.

Inspiring & Uplifting

- Best For: Artists, motivational speakers, and positive news stories.
- Description: Filled with optimism, this combo motivates and lifts the spirits of readers. It often incorporates storytelling and vivid imagery.
- Goal: Leaves readers feeling positive, motivated, and ready to act.

Professional & Neutral

- Best For: Services, lawyers, and news publications.
- Description: This is a balanced tone, avoiding strong emotions or opinions. It provides information clearly and concisely, making it easy for readers to understand.
- Goal: Communicates clarity, avoids potential biases, and ensures the focus remains on the content.

Creative & Enthusiastic

- Best For: Artists, brands targeting younger audiences, or niche products/services.
- Description: This combo breaks away from conventional norms, often incorporating vivid language, metaphors, and emotion. It displays fervor for the subject matter.
- Goal: Captures attention, evokes strong emotions, and encourages readers to view topics from a fresh perspective.

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.) or company descriptor that you would like us to use?

3. What broader industry problem or trend does your work respond to?

4. How has your background shaped the way you understand this industry's challenges?

5. What misconceptions about your industry do you frequently encounter?

6. Can you describe a moment or experience that revealed something important about the industry you work in?

7. What professional experiences have given you unique insight into your field's direction?

8. What industry outcomes or impacts do you most hope your work will influence over time?

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. What audiences need to better understand this topic, and why do you think it matters now?

3. What is the main message or theme you want in this article?

4. Are there data points, studies, or real-world examples you believe contextualize your viewpoints?

5. Are there specific challenges, debates, or emerging trends we should highlight in the 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 would like.

10. Is there information you do NOT want to be included in the article? (if yes, please provide details)