



## Sponsored Article Rates and Guidelines

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Thank you for your interest in working with [GloWell](#). We work with a limited number of commercial brands that align with our mission, values, and audience.

Here's what you need to know about sponsoring articles on our digital wellness publication.

### Who We Are

GloWell is a digital wellness publication helping people live healthier, more sustainable lives. Our mission is to provide a platform to amplify voices of health and sustainability and to provide trusted, expert advice to our audience.

We're for: trust, authority, and science-backed claims that help our audience cut through the confusion and clutter to make the best choices for their health and planet. Our voice is casual but authoritative and we always link back to useful sources and studies to back our claims.

Our advertising and sponsored post opportunities are limited; we never want to disrupt the user experience on our site with disruptive ads or sensationalist, "click-bait" articles that offer no real value to our audience.

### Who You Are

Our sponsored post opportunities are only open to brands who value health, wellness, and sustainability. If your brand is trying to change the world, then you've come to the right place.

### Sponsored Post Rates

- Submit an article for an administrative fee of **\$299 USD**
- Get an article written for you for an administrative fee of **\$599 USD**



## Content Promotion

Your sponsored post will be promoted in our paid content promotion campaign for 90 days after publishing. We currently promote content via paid Facebook and Instagram ads.

Your article may also get promoted to our audience via email marketing and organic posts on our social accounts, as well.

After 90 days, your sponsored article will remain published on GloWell, but no further paid ad promotion is guaranteed.

## Click Thru Rate

Our average click-thru-rate (CTR) for paid Facebook and Instagram campaigns is **12.86%**

Our CTRs exceed average CTRs for similar industries, such as beauty (1.16% average CTR) and fitness (1.01% average CTR), according to 2020 [Facebook ad benchmark data](#) provided by Wordstream.

*Disclaimer: Facebook ad performance varies by article topics and titles, and GloWell does not guarantee a 12.86% CTR on your article. We will, however, work with you to recommend high-performing topics and titles to increase the chance of your article getting the most exposure for your brand as possible.*

## Suggested Topics and Post Formats

GloWell publishes articles that align with our values and the values of our audience: health, wellness, and sustainability. Beyond that, we have found the following topics and post formats tend to result in higher average CTRs and engagement metrics, such as time on page.

### Start with a Solution

Opinion pieces are welcome at GloWell, but offering a solution to our audiences' problems and pain points prove to be more effective at capturing their attention.



## Suggested Topics

- Immune support
- Healthy habits
- Fitness topics
- Healthy recipe roundups
- Sustainable homes
- Nontoxic homes

## Get an Article Written for You

Our GloWell editorial team is experienced in content marketing, copywriting, editing, and writing for the fitness, wellness, and e-commerce industries, among others. We can write, edit, and optimize your article for an administrative fee of **\$599 USD**.

We will review your brand, product or service offering, and recommend topics. You get final approval on the article before it's published on our site and can request one revision/re-write.

Request an article by emailing [hello@glowellmag.com](mailto:hello@glowellmag.com) with your brand name and a brief introduction to your brand. Please include your website URL.

## Submitting an Article

You may submit your own sponsored article to GloWell for an administrative fee of **\$299 USD**.

You may include up to **three (3) do follow** backlinks in your article.

Submit your article to [hello@glowellmag.com](mailto:hello@glowellmag.com)

You may include the full text within the body of the email or a link to an editable Google Doc. No other document types (.docx, .pdf, .txt, etc.) will be accepted.

*We reserve the right to refuse an article if the subject matter does not align with our mission or values. We reserve the right to edit any submissions to ensure cohesion with our brand voice. We reserve the right to remove links to sites that are spammy, have a low domain authority (DA), or that we otherwise believe will be detrimental to our site health or reputation. All sponsored posts will be indicated as such and tagged "Sponsored."*