



# ISPO.COM GUIDELINES FOR EXPERT INSIGHT ARTICLES

**Please read these  
Guidelines carefully.  
All submitted articles  
that do not align with  
these guidelines will  
not be published.**

Welcome to this ISPO.com guide on how to contribute Expert Insight Articles for the online magazine of ISPO Group.

Our mission is to provide insightful, trend-oriented content that reflects the dynamic nature of sports, outdoor, health and fashion. All contributions should align with our key topics of innovation, sustainability, sports tech, urban culture, equality and transformation.

ISPO.com is primarily a B2B magazine focused on international sports professionals from the sports industry rather than consumers. All articles should be relevant and valuable to this audience.

Want to be featured on ISPO.com? Here's what your article should embody:

# KEY ELEMENTS OF AN EXPERT INSIGHT ARTICLE:

## 1. LANGUAGE AND TONE:

- Articles can be submitted in either German or English.
- Use a professional yet engaging tone, employing fresh and bold language.
- Address readers directly with „you“ to create a personal connection.

## 2. CONTENT STRUCTURE:

- Articles should be comprehensive but need to provide value. We require a minimum of 1,500 words.
- Start with a compelling introduction that hooks the reader and sets the tone for the article. Feel free to use a cliffhanger in the intro to get readers hooked.
- Develop the main body with clear, concise paragraphs. Use subheadings to break the content into manageable sections. Use elements like lists, bullets, tables etc.
- Include images, infographics, or videos every 300–400 words to break up the text and maintain reader engagement.
- End with a strong conclusion that reinforces the main insights and provides a call to action or further reading suggestions.

## 3. UNIQUE PERSPECTIVE:

- Your article should offer a unique angle or insight that has not been widely covered. Avoid topics already explored on ISPO.com.
- Incorporate your expertise and personal insights to add depth and authenticity to the article. Generic SEO-content will not be published.

## 4. DATA AND ANALYSIS:

- Use data, studies, direct quotes and real-world examples to back up your points. Ensure all data is current and correctly cited.
- Include practical recommendations and actionable steps for readers.
- Possible formats include interviews with industry experts, detailed data analysis, case studies, and how-to guides.

## 5. ENGAGEMENT:

- Encourage reader interaction by prompting them to comment, share their thoughts, or engage with the content on social media.
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- Link to other relevant ISPO.com articles and external sources to provide additional context and value.

# SPECIFIC REQUIREMENTS:

## 1. FORMATTING:

- **Headline:** Craft bold, intriguing headlines that capture the essence of the article and spark curiosity.
- **Subheadings:** Use descriptive subheadings to guide readers through the article and highlight key points.
- **Visuals:** Ensure all visuals are high-quality, relevant, and properly attributed. Include captions that describe the visual content.

## 2. EXPERTISE AND SOURCES:

- Highlight your expertise by referencing past experiences, insights from industry leaders, and authoritative sources.
- Provide a short bio that establishes your credentials and expertise in the topic.

## 3. SUBMISSION PROCESS:

- Submit your article along with any accompanying visuals and a brief author bio to our content team for review.
- Be prepared for feedback and revisions to ensure the article meets our quality standards and editorial guidelines.



# GENERAL RULES:

## 1. ORIGINALITY AND QUALITY:

- All articles need to be unique content, specifically written for ISPO.com and can't be published anywhere else.
- Articles must be well-written and provide significant value to our readers.
- Content must include new forms of information, such as interviews, data analysis, case studies, or unique perspectives.
- Avoid submitting articles generated by AI tools. Articles should reflect human insight and expertise.

## 2. LINKING POLICY:

- Do not include more than one link to your own website within the article.
- Any included link must provide substantial value and relevance to the reader.
- Include at least 5 internal links to other ISPO.com articles to ensure comprehensive coverage and avoid topic redundancy.

## 3. PROHIBITED CONTENT:

- Avoid content that has already been covered on ISPO.com.
- Do not engage in overt self-promotion or include promotional content for your company or services.
- Refrain from using offensive or inaccurate information and avoid unjustified criticism of individuals or organizations.

# AUTHOR PROFILE:

- Every author will have a unique profile containing a DoFollow link to a website of their choice.
- Articles will be shared on social media. If you want something or someone to be tagged, please submit the relevant information with your article.
- Please submit your short profile, Social Media Links as well as your backlink with your article.

# FINAL NOTES:

- **Continuous Improvement:** ISPO.com articles may be updated periodically to maintain relevance and accuracy.
- **Feedback Loop:** Our editorial team will provide feedback to help you refine your article for maximum impact.

We look forward to your contribution to ISPO.com, helping us inspire and inform our international audience with your expert insights.

By following these guidelines, you can create high-quality, impactful articles that resonate with ISPO.com's audience and enhance their understanding of important trends and developments in the sports and outdoor industry.



Do you still have unanswered questions? If so, feel free to reach out to Marlene at any time.

## CONTACT

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