

# Guest articles: Requirements & added value

We pay attention to the quality of our expert contribution.

**The goal: expert knowledge from and for expert professionals.**

Our rules of the trade, which at least serve as an orientation:

- The guest article offers added value for our krautinvest.de readership.
- We do not pay a fee for the guest contribution, nor does the author pay a fee - it is not a 'sponsored post'. (advertising content).
- Ideally, we publish the guest article exclusively, or at least as the 1st German-speaking medium. Authors can position themselves with their expertise.
- An expert gives analytical insight into trends, reports, regulatory, market developments, technology AND/OR argues for or against an intriguing thesis.
- Topics: the entire spectrum of the cannabis industry from hemp to CBD to pharmaceutical cannabis, regulations for legal cannabis and legalized cannabis markets.
- The article contains appropriate citation of sources and specific figures.
- The author explains specific problems and offers solutions, provides tips and practical advice, or argues for OR against a current challenge/problem.
- A guest article offers exciting insights into the focus of the expert author, serves as inspiration and opinion leadership, and has a practical relevance for companies.
- The guest post is free of any promotional content.
- Company affiliations and ventures of the author can be mentioned in the author box. Author and company will be briefly introduced and linked in the author box. Furthermore, the author will be added to our Expert Community after at least two (2) posts.
- Length: Typically 5,000 to 8,000 characters.
- We ideally pay attention to editorial writing. This means, among other things:
  - Company names are initially written in upper case, then in lower case.
  - Percentage (%) and currency indications (\$/€) are written as: Percent/US Dollar/Euro.
  - **Caution:** Be careful with superlatives (best, fastest, etc.).
  - Adjectives should be supplemented with concrete facts and figures.
  - Numbers up to twelve are written as words, for 13 and more we use numbers.
  - Critically reconsider nouns and passive formulations as well as relative clauses - these are often superfluous or more comprehensible in a new main clause. Should the author use a relative clause, the relative pronoun always refers to the last noun before the relative clause.

## Added value for the author:

- Positioning as an acknowledged expert in a wide-ranging audience of German-speaking readers.
- Admittance to our illustrious krautinvest.de expert community.
- Distribution of all content via our website; via our social channels and our newsletter.
- Mention of name, position and company in the author box and in the expert community.