BEANSTALK

inspiring single mums

BEANSTALK ARTICLE GUIDELINES

BE SEEN, HEARD AND LOVED BY AUSTRALIAN SINGLE MUMS

Beanstalk is fast-becoming THE place for women to find resources, support and companionship on their single mother journeys. We offer them as much as we can, in as many forms as possible.

By writing an article for Beanstalk you have been chosen as an authority on your subject, so it is a great way for you to give information, whilst promoting your product or service.

WRITE FOR OUR AUDIENCE

Single mums are BUSY ladies. This means that unless information provided to them has value, interest and/or entertainment, it will not resonate, and ultimately, they will lose interest. With this in mind, please keep your article to the point, interesting, fresh and well-targeted. Articles that come across as salesy or a direct promotion are not well-received, and may not be published.

HOW YOU BENEFIT

Your article will be published on the Beanstalk website which receives 60k+ views per month. This is an extremely targeted audience of single mothers at all stages on their single motherhood journey. To maximise your exposure, we invite you to include a bio with a link and photo as well as contextual, relevant links back to your own blog (maximum of two).

ARTICLE GUIDELINES

We kindly ask you to follow the below guidelines for your article to be:

- Provided in Word format
- Between 700 and 1,600 words
- Provided with an approx. 50 word bio
- Provided with a head shot of the author
- Complete with hyperlinks for contextual and bio linking
- UNIQUE WITH NO COPIED WORDING
- Ideally written in a style which is a mix of compassion, information and humour

CHANGES TO SUBMISSIONS

We expect articles to meet all guidelines and to be written with excellent language and grammar. The price for guest posts does not include time to correct an article. To this end, we may request article changes if necessary, and reserve the right not to post if we feel the article is not within these guideline (a full refund will be given).

ARTICLE PUBLICATION

Your article will be published within 2 weeks of submission, and you will be notified with the link to share.

PAST CLIENTS

Smiggle® BRIGHT STAR kids Woolworths the fresh food people UBER rsvp Hello FRESH stuckonyou