



## **Pretty & Punk Weddings**

### **Featured Blog Submissions**

### **Policies and Guidance**

Here you will find, in detail, all of our blog submission 'rules', how to submit a real wedding or styled shoot to us, and what we expect of wedding industry professionals who are submitting features to Pretty and Punk Weddings. We have also listed some insightful information as to what we stand for, what we promote, and as an industry, what everyone can do to be inclusive. We hope this helps and if you have any questions on our terms please do not hesitate to contact us.

### **So, how do I submit a styled shoot/real wedding for publication?**

It's so exciting isn't it? When you've helped create something amazing with a bunch of talented professionals! You just want to shout it out to everyone! Well, let us do that for you! Pretty and Punk Weddings is an inclusive brand hosting wedding shows, an online UK wide directory and inspiration blog platform. We have a large and constantly growing audience of brides and grooms eager to see what inspirational wedding blog we're posting next. The beauty of Pretty and Punk Weddings is that we really are two extremes and everything in between, meaning that we welcome all types of inspirational wedding blog, from gothic to rustic, Disney to bohemian – we really do LOVE it all!

Once your styled shoot/real wedding gallery (and sometimes videography) is ready, please email these documents across to [Daniella@prettyandpunk.co.uk](mailto:Daniella@prettyandpunk.co.uk) be sure to also include a written overview of the day. This could include things such as:

- The aim of the shoot – what did you want to achieve
- Why you chose the location/venue
- Reasoning behind the theme/colour scheme
- What worked really well
- What are you most pleased with from the outcome of the styled shoot/real wedding
- Any funny moments during the day we could include into the blog
- If the blog is a real wedding, we would love to have some input from the real couple themselves (we always think this is more relatable for our readers, to read advice/hints/tips, from newlyweds themselves!).

All this information helps Daniella (our blogging QUEEN) to write an inspirational blog piece for our readers. Give as much detail and insight into the day as possible!

Once you've submitted your feature for publication, we will spend some time reviewing this and see how best we can fit it in with our content on our blog and social media pages. Please allow 3-5 days for us to review your submissions. Daniella will then be in touch with any other finer detail questions about the shoot and provide you with a blog submissions information sheet to fill out. This is mostly to make sure we have all the other suppliers involved details, to ensure they are also credited when the feature goes on our social media pages – because credit where credit is due, we know how hard everybody works to create something wonderful!

## The Nitty Gritty -

### Pretty and Punk Weddings Blog Submission Rules and Policies

We only have a few 'rules' that we feel are fair when publishing features and we would politely ask you to ensure that everyone within your styled shoot/real weddings reads these points below before going ahead with publication with Pretty & Punk Weddings.

- **We require a 3-month window of exclusivity** – if your work has already been published elsewhere, we will not publish on Pretty & Punk until 3 months after this date (or if the previous bloggers window of exclusivity is longer than 3 months, we will of course honour this). We must also state that this is **YOUR RESPONSIBILITY** to check the window of exclusivity with the previous publisher). In turn, we request that you **DO NOT** have the same work published elsewhere until 3 months after our publication (this does not include your own websites). Please let us know any previous publications and the date published.
- **We do prioritise** styled shoots/real weddings that are exclusive to Pretty & Punk Weddings, because hey – we want to be the first publication to shout about your magnificent work! **We cannot always guarantee** that a shoot that has been featured elsewhere, will be featured with Pretty & Punk Weddings, due to our growing (YAY) blog submissions.
- **Upon publication**, we do allow you to share 1/2 'sneak peek' images throughout social media before the blog goes live, but we must ask that you PLEASE TAG @prettyandpunkweddings and state on posting the sneak peaks that the shoot 'is soon to be featured on @prettyandpunkweddings blog. This way everyone will know, when the blog goes live, where to find the feature and read all about it!
- **YOU MUST** complete our 'supplier's information' document, given after submission to ensure we have every supplier's social media handles, website addresses and business names for all collaborators please! We have had instances where the person submitting the shoot has missed off suppliers and we feel this is not acceptable, so please do ensure you have everyone who was involved on the checklist – we do not want to miss anyone out! Please ensure that **all Instagram and Facebook tags are correct** as we cannot guarantee that we will be able to amend these very quickly and we don't want any of your team to face any disappointment.
- **Once published** (HAPPY DANCE) please use your Pretty & Punk "featured" badges on your websites and social media pages, and again when sharing your hard work we would really appreciate that somewhere on the post, a mention that the publication has gone live on @prettyandpunkweddings would be fantastic. On your websites we request that this be a return link to YOUR blog post on our website. We'd also love if you could use the hashtags #PRETTYANDPUNKWEDDINGS #PRETTYANDPUNKTRIBE on Instagram.
- **If you are happy for Pretty & Punk to use images from your gallery** throughout our website on any inspiration features, please can you confirm or refuse this in your submission.

- Please can all images sent in be by web sized.

## **Why choose Pretty & Punk Weddings to publish my shoot?**

If you haven't yet seen our presence on social media, you will soon enough! We are strong believers in 'credit where credit is due' and when your blog gets published on Pretty & Punk Weddings it also gets shared multiple times across our social media channels, ensuring you get the exposure and recognition you deserve! On publication day, when the shoot goes live (usually 7AM as we pre-schedule this) we post 3 images to our Instagram feed, and put the link to your blog in our bio on Instagram. We then also share a selection of the blog images onto our Facebook page with the link to the blog. Both ensuring all suppliers are fully credited. We will then create a 'featured story', and if a videographer has provided film, this also gets posted onto social media. We don't just then put your blog in the 'complete' pile... oh no! We LOVE going back and re-posting images from your blog over the next few weeks/months to re-direct people to your fabulous inspirational work. We also put those images on Pinterest for our following on there to use as inspiration, share to our Twitter page AND make you a personalised reel on Instagram for even more exposure and engagement. We feel that you've provided us with your hard work, now let us do the hard work by shouting about how fantastic you are all!

## **Useful industry information, Guidance for submissions**

### **& styled shoot etiquette**

Pretty and Punk Weddings IS AN ALL-INCLUSIVE BRAND. We do not discriminate against, are bias towards or believe in the unfair treatment of individuals or businesses. It has come to our attention that some of the LGBTQ community feel they are being unfairly represented when it comes to styled shoots, in terms of using heterosexual models to represent LGBTQ models. We would like to make it clear that we will not publish any shoots that we feel do not represent the LGBTQ community fairly, in terms of using the correct models for the correct styled shoot objectives.

Please find some useful links to help understand this better here:

We would also like to mention that the Black Lives Matters movement, in which we stand 100% with, we believe that our industry needs to make changes to address black people within the industry better. As a side note, Pretty & Punk Weddings can only publish and work with what we have been submitted. We fully support this movement and again state that we warmly welcome anybody from any community – race, ethnicity, beliefs, sexuality. We encourage people to use/follow the hashtags #BlackLivesMatter

Please find some useful links to help understand this better here:

Covid-19 has had a huge impact on our business, and not just us – it's had a huge impact on the wedding industry all together. With many businesses on the brink of closing, many not getting the support they need to survive and others feeling helpless, we encourage you to follow the hashtags #WHATABOUTWEDDINGS #WEMAKEEVENTS for the latest on this.