

UPDATED EDITORIAL GUIDELINES OF MARKETWATCH

Going ahead with the new content filter and the content acceptance from MarketWatch, we have updated our editorial submission workflow, in order to ensure only newsworthy press releases are submitted to www.MarketWatch.com.

The following guidelines are being adhered to:

Content Type	Not Newsworthy	Newsworthy	Examples & Notes
Promotional or Lifestyle	<p>For topics such as: travel, health, leisure, house and home, personal finances, fitness, green living, cosmetics, cooking, interior design, gardening, hobbies, handcrafts, work-life balance, etc.</p> <p>As lifestyle pieces, such topics are not a good fit for the network.</p>	<p>However, as part of business, product or service announcements, such topics would be fine.</p>	<p>For example, an article about “Gardens for Small Spaces”, that detailed what types of herbs and vegetables grow well in containers, would not be a good fit.</p> <p>However, an article about a company that has just announced their new product, a special container that improves the yield of small gardens, is now being shipped all over the world, then that would be newsworthy for the network.</p>

Product launches, workshops, seminars and Crowd funded startup		These types of articles are fine, but the key here is that the writing should be nuanced more as	
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<p>announcements</p>		<p>a press release, and less like an advertisement.</p>	
<p>Business news and announcements & financial results, market research and Investment grade press releases</p>		<p>These are okay.</p>	
<p><i>Marketing or Sales Ads</i></p>		<p>If “buy” and “free” are hyper-linked within the content, then should not be allowed.</p>	
<p>NFTs, Cryptocurrency, Blockchain, DeFi, Game Tokens</p>		<p>These are acceptable because largely they fall under Investments and Business Announcements</p>	

		category.	
New book release, movie release, music launch, new paintings exhibition, etc.	Lifestyle and Arts and Culture related, hence should not be allowed.	Music NFTs or painting NFTs related can be allowed.	