

AMERICAN MARKETER

Business at its best

COLUMNS

Inviting opinion pieces on luxury marketing

September 9, 2014



Proving a point

By STAFF REPORTS

Luxury Daily is inviting opinion pieces on luxury advertising, marketing, media and retail issues that affect marketers as they run multichannel programs for branding as well as customer acquisition, retention and reactivation.

The opinion pieces should cover the latest trends, discuss challenges or opportunities and offer solutions without self-promotion. Submissions go to Luxury Daily editor in chief Mickey Alam Khan at mickey@napean.com.

Each column should offer insight unique to the issue discussed and customized to Luxury Daily's core audience of luxury brands, luxury retailers, ad agencies and publishers.

Expert advice

The goal of these industry-expert columns is to educate readers on the ins and outs of luxury marketing as more consumers engage with offline, online and mobile content, commerce and advertising in their daily routines.

The columns will complement Luxury Daily editorial coverage from editors and reporters on staff.

Columns should have a 600- to 700-word count, with exceptions for longer pieces based on a discussion with Mr. Alam Khan. Sentences should be short and so should the paragraphs. Jargon should be avoided. Columnists cannot promote their product or services.

Those interested in writing columns on a one-off or regular basis should send a one-paragraph summary of the topic and email to mickey@napean.com.

Once signed-off on, the opinion piece should be submitted within two weeks.

The column should include the author's name, title, company, city, state and email address at the bottom of the piece, along with a high-res jpeg color headshot.

Exclusive

If approved, the opinion piece typically runs within 30 days of submission.

The submitted opinion pieces should be exclusive to Luxury Daily and not published elsewhere. Published opinion pieces are copyright of Luxury Daily publisher Napean.

Please visit the site at <https://www.luxurydaily.com/category/opinion/columns/> to see previous columns. Please read articles on <https://www.luxurydaily.com> to glean ideas on luxury marketing issues of the day.

© 2020 Napean LLC. All rights reserved.

American Marketer is published each business day. Thank you for reading us. Your **feedback** is welcome.