

TODAY'S WILLS AND PROBATE | PARTNER CONTENT GUIDE

OUR AUDIENCE

Website and social media figures

- 45,000 monthly page views
- c. 6,750 recipients of the weekly newsletter
- #1 ranked on Google for wills/probate/estate planning/trusts news
- Over 6,700 LinkedIn followers and nearly 3,000 Twitter followers (total 9,700). All partner news articles are posted onto social media

Readership demographic

- Majority of the top national law firms in the sector (and the top will writing firms) subscribe
- Strong ties with industry bodies and organisations
- The vast majority of our readers are practitioners in the sector. We're also read by practice managers, compliance professionals, regulators, the OPG, probate registries, industry bodies, and suppliers to the industry

CONTENT

Types of content

Various types of articles can be submitted, and you are encouraged to take advantage of this – a variety of content is no bad thing. Types of content may include:

- Exposition of the latest innovations and services from your company
- Case studies/testimonies on your company's work
- Information/updates on events/webinars/training your company is involved with
- General commentary on trends within the sector as well as wider economic/market trends if relevant
- Q&A-style pieces
- Meet the team/new hires
- Video content (can be embedded in articles)
- Podcasts you have produced
- Rebranding information

Style

- You are welcome to take your own approach insofar as the composition of articles. They needn't conform to any strict guidelines – you can write with any tone and style that you think best matches your company and the delivery of your message
- **However**, our readership is receptive to a certain tone and style of delivery, and you would do well to keep this in mind when penning new content for several reasons outlined below:
 - The first consideration is your headline (ties in with the imagery too). This is the first point of contact any reader has with your article. Make it appealing, relevant to their job, and concise (sub-10 words is optimal). Consider keywords eg "will writers". Try

and give the impression that there is something within that article that practitioners need to know, therefore leading them to click it (NB – this is not the same thing as “click-bait”!)

- They are busy lawyers in the majority – time is not in abundance. Short, sharp, tightly written content that gets to the point within the first paragraph or two is likely to keep them engaged
- Understandably, you will be looking to showcase your latest offerings and developments. However, readers are more likely to engage with an article that focuses on the “WIIFM” (what’s in it for me?). This means drilling into the way your offering is going to benefit the reader and why they should pay attention. Try and frame your pitch so that it is in the reader’s own self-interest to keep reading, rather than simply listing new innovations in a convoluted, jargon-heavy manner
- Any content that focuses on “news first, sales second” is not only likely to attract more readers, but it also flags to our editorial team that it may actually be a piece that could be positioned elsewhere on the site i.e. news, features, editor’s pick, opinion.

Frequency

Partners are entitled to four articles per month. At the very least, you should aim to submit two per month.

Useful to have your company’s name in and around the site and our social channels on a consistent basis – even if readers don’t click, they subconsciously register the logo and the name, and they begin to associate your company with proactivity, being at the forefront of the sector, and with the latest news in the sector.

The market is booming and innovation is incessant. This is great news for consumers/professionals, but it makes it crucial for those innovators to do their best to stand taller than their competitors, to be proactive, to be consistent with their messaging etc. otherwise they risk leaving outreach and growth on the table.

Note that not every article needs to be long and complex – even a 150-word update will suffice.

Editorial themes

2026

- January - Trusts
- February – Lasting Powers of Attorney: reform and digitisation
- March - Digital assets
- April – Anti Money Laundering and wider KYC compliance
- May – Common contentious wills and probate issues
- June - Probate: delays, digitisation, and development
- July – Legal technology
- August – Professional Indemnity Insurance
- September – Charitable legacies and raising awareness
- October - Burnout & wellbeing in conjunction with Mental Health Awareness Week
- November – Assisted dying debate
- December - 2027 predictions

Contributors to the site, as well as the editorial team news-wise, will engage with these themes and they may become hot topics.

Partners may wish to engage with these and “join the conversation” – at worst, it gets the ball rolling for what they can talk about. Engagement with the themes is now, however, compulsory – please do talk about whatever is most relevant to you.

Branding

Important to separate your content from other stories on social media, Google, and of course on our site. Instead of basic stock images, utilise logos, brand colouring/imagery etc to personalise graphics on the cover/within articles.

LEGAL EXPECTATIONS

Partners must check the accuracy of all articles submitted, including quotations and comments, to ensure all submitted content is free from any defamatory material or comments, factual inaccuracies, false statements, or any other content that may give rise to a legal claim in the United Kingdom or elsewhere. If a submitter is unsure about the legality of their content, it must be omitted from the final submission.

Today’s publications will only publish a partner article submission on the understanding that all partner authors have submitted content having taken the necessary steps to ensure the content meets the criteria outlined above with the partner taking full responsibility for the content.

ARTICLE POLICIES

Linking

Partners are encouraged to link back to their own websites, event pages, blogs, and relevant promotional collateral. All links should be embedded in the article before final submission. Partners are prohibited from linking to other media publications.

Images

Partners should provide a fully licenced and relevant image to accompany all submitted content. All images should be compliant with the legal expectations above supported by a valid recognised image licence.

The image must be licensed for use on the relevant Today’s publication.

If a partner fails to provide an image, the Today’s editorial team will upload one without consultation from the partner.

Images provided must match the following dimensions:

- 900 pixels wide, 600 pixels high.

Publication Deadlines

All content submitted and received before 15:00 will be published on the same day. All content received after 15.00 will be published on the following working day.

CONTACT

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Publication enquiries

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