

Requirements to obtain a blogger's pass

To get a specific pass, bloggers should have a blog that has been running for more than one year, receives more than 5,000 different visitors per month, and is demonstrably active (weekly updates with the blogger's own posts), and whose subject matter is related to fashion, accessories, beauty, weddings, lifestyle or social chronicles.

A report on monthly traffic is required to verify the number of visits (e.g. from Google Analytics) and ensure that the contact email corresponds to the one featured on the blog.

Company or sponsored blogs are not entitled to this kind of accreditation.

To complete the blogger's accreditation you need to register online and send the following information before **16 April 2018**

- Name of the blog
- Internet URL
- Date blog created
- Links to recent posts
- Link to the blog showing the name of the person being accredited as the blogger
- Activity report (Google Analytics or similar) which verifies that the blog has 5,000+ different visitors per month.

Applications without evidence that the main activity is performed by the writer or blogger will not be accepted.

The blogger's accreditation can be collected as soon as the show starts from the press room and expires at the end of the event. There is no possibility of accrediting bloggers in situ.

Anyone who does not fulfil the requirements for the blogger's accreditation must buy a general entrance ticket.

Fira de Barcelona reserves the right to exercise its rights with regard to the regulations governing bloggers' accreditation.