

A few examples of allowable costs include:

- Advertising – any marketing or advertising costs can be claimed back including business cards, flyers, magazine or newspaper adverts
- Books – any books relating to your blog are allowable as long as they have been bought for use on the blog
- Computer costs – any computer products purchased both hardware and software is allowable
- Conferences and associated travel – any costs involved with going to a blogging conference and the travel costs related to it is allowed
- CPD – any courses or reading you do that are related to your blog is allowable although the costs of retraining are not allowed. So a course on changing your career to social marketing is not allowable but any courses you take to improve your blogs would be allowable.
- Insurance – taking out an insurance for any services you provide on your blog is allowable
- Internet
- Mileage at 45p per mile for up to 10,000 miles and then 25p per mile after
- Printing – any costs related to printing are allowable including paper and ink cartridges as well as sending things to a printer to create, leaflets or business cards
- Professional membership fees – if your blog relates to a career for which you have to pay professional membership fees these costs are allowed in your accounts.
- Professional fees e.g. accountant and lawyers
- Stationery – any stationery you need for your business is allowed.
- Telephone – only the business related calls are allowable
- Travel and accommodation -any business related travelling is allowed.
- Web design and hosting