

Content guidelines

Your editorial allocation gives you the opportunity to **raise awareness** of issues affecting your area of business and steer the conversation. Complement your advert by offering your unique, in-depth coverage or analysis to our readers; **your industry colleagues.**

Submitted editorial content should take the form of an opinion piece. This could discuss a trend in your industry or perhaps a particular challenge, policy or wider debate you see in your professional working day. It could also be a case study or success story from your company, which others could perhaps learn from.

We will not accept a simple company profile, or a list of attributes of a particular product or service. Content in this manner is largely wasted potential, generating the least engagement with our readership.

Quality standards and house style

Cognitive Publishing retains the right to reject any editorial submissions which do not meet our standards, as well as to edit any received copy to ensure it meets with our house style on grammar, punctuation and spelling.

Because this editorial for a fully digital magazine we can add image carousels and video for you onto your editorial. We can also add links to your editorial to a website or landing page of your choice. We also recommend finishing your editorial with your contact details ie. web address, email & telephone number.

Format and style

All editorial must be provided in a Microsoft Word (**.docx**) or Rich Text (**.rtf**) format and should include each of the following:

- 1)** A short headline (this should not include the company name). Cognitive Publishing reserves the right to change this during the production period.
- 2)** An explanatory sentence (this may be referred to as a strapline or standfirst) summarising the submitted piece. This must include the author name, their job title and the company name.

Images

We ask that editorial contributions are accompanied with at least one, or ideally a selection, of high-resolution images that we can choose from to accompany the editorial. If none are submitted, we will use relevant and appropriate 'stock' imagery from our own photo library.

We do not accept company logos as photo submissions.

All images should be sent as separate email attachments, or via a service such as **WeTransfer** if too large, rather than embedded in a document. Embedding images in this way damages the quality of the file too much and as such, they cannot be used.

Images must be high resolution (**minimum 300 dpi**) and supplied as a **.jpeg** or **.tiff** file.

If possible, we'd also ask that submissions are accompanied with a headshot of the author. These would be used during the post-magazine schedule, when uploading articles online.

Please be aware that submission of images does not guarantee they will be used in the finished piece. Cognitive Publishing reserves its editorial right when designing spreads for the magazine.

Any special requests relating to the priority of images should be made at the time of submission.

Copy length, deadline and requests for editorial proofs

Copy length should be as close to the number of words you have been allocated as possible. Copy which is longer than the number of words permitted may be edited, or if significantly over the word count rejected.

Failure to submit agreed editorial copy before the copy deadline may result in your allocation being forfeited. This is at the editorial team's discretion, though this is a last resort option and we will always strive to collaboratively find a solution first.

Due to time constraints during our design and production process, it is not possible to supply advertisers with edited copy before production.

Any special requests relating to editorial copy should be submitted in writing to our editorial team for consideration at the time of submission. Otherwise, please refer to clause fifteen of our terms of acceptance.