

Technews Publishing

Editorial Guidelines for SA Instrumentation and Control

1. How to submit editorial information

Copy (Wording)

Editorial submissions should be submitted as an unformatted Word document or text file.

Images/graphics

- Images are encouraged, and stories with high quality graphics are given preference to those without (quality of copy being similar).
- Please provide submitted images/graphics as discrete attachments in JPG or TIFF file formats (300 DPI).
- **NB: Images embedded in documents are generally not extractable at print quality.**
- The Technews email limit is 10 MB, so if you are sending multiple images please use separate emails and remember to name the files in a way that makes association obvious.
- **NB: Captions must be supplied: eg “From left: John Smith, Bill Blogs and Mary Jones.”**

Company contact details are listed at the end of all articles, please remember to provide these so that readers know who to contact for more information.

Email editorial submission to the editor, Steven Meyer on steven@technews.co.za.

2. Editorial structure

Typically, SA Instrumentation and Control makes use of five styles of editorial, namely:

- News.
- Product news.
- Features.
- Case studies/success stories.
- Regular columns.

News items are run at the beginning of the magazine. They are short, punchy, newsy stories 250 – 300 words, covering the likes of mergers, acquisitions, new companies/agencies, appointments etc.

Product news is just that, news about products – specifically new products or upgrades/improvements to existing products. Short and to the point, these stories should be about 200-250 words in length. NB: SA Instrumentation and Control DOES NOT list product specs or publish datasheets. Submitted product news items ideally require a high quality image to illustrate the device.

Features are longer, more in-depth stories that are not necessarily hot news but tie in with the specific features of the month. These are either commissioned or originated by journalists, or in some cases, are submitted by PR companies. These feature stories are NOT product or company punts but are generic stories about trends or best practices in specific technology areas or market sector verticals.

‘Facts are sacred; comment is free’

Case studies & success stories. SA Instrumentation and Control has a standard case study template that can be sent to clients or their PR companies, which should render most of the information we need to put together a publishable case study. These stories are not company or product punts, but focus on the problem, the solution and the bridge between the two. A journalist can be made available to assist with case studies if required.

Regular columns are written by contributing editors and are not submitted by clients or their PR companies.

3. Helpful Hints

- Keep your editorial short and to the point. Remember the idea is to interest readers enough to contact you for more information.
- Look at the features running in upcoming issues and plan your advertising/editorial strategy accordingly.
- Use good editorial pieces to reinforce your advertising message.
- Avoid the use of unsubstantiated hyperbole, phrases such as: "...is the cheapest and most reliable widget of its kind anywhere in the world..." will not be considered for publication.
- Use powerful imagery to illustrate your editorial.
- Do not resend editorial that has run previously in SA Instrumentation and Control. Our readers are hungry for news not history.
- The press section of your principals, websites are a good source of editorial. Look for the articles that would be relevant in the upcoming features.