

Technews Publishing

Editorial submission guidelines for Motion Control

How to submit editorial information

Copy and wording

- Editorial submissions should be submitted as an unformatted Word document or text file. Pdf files are not recommended.
- Submissions that are written concisely and in an editorial fashion will be preferred. A list of bullet points or a product brochure does not comprise editorial.
- When compiling product editorial, put yourself in the shoes of a Motion Control reader and ask yourself what you would want to know about the product in question that would encourage you to pick up the phone to order one or to find out more about it.
- Remember that editorial is objective, so sweeping statements like “this is the fastest” or “the most affordable” or “market-leading” will not be published. Product editorial comprises the facts presented in a way that is easy to digest. If your product is the fastest, then tell the readers exactly how fast it is – they will decide if it’s fast enough for them.
- Tell them what markets the product is targeted at; what level of user; any innovative design concepts that it employs; features that could make their life easier; or related accessories.

Images and graphics

- Images are encouraged, and stories with high quality graphics are given preference to those without (quality of copy being similar).
- Please provide images or graphics as separate attachments in jpg or tiff format (300 dpi). Images embedded in pdf or Word files are generally not extractable at print quality.
- The Technews e-mail limit is 10 Mb, so if you are sending multiple images please use separate e-mails and remember to name the files in a way that makes association obvious.
- Company contact details are listed at the end of all articles as well as in the QuickFind of each issue, so please remember to provide these so that readers know who to contact for more information.

E-mail editorial to the editor, Kim Roberts, at kimroberts@technews.co.za

Editorial structure

Before each issue, a feature brief is sent out giving the industry and product features to be highlighted in that issue. This will help you to focus your editorial.

Typically Motion Control makes use of the following styles of editorial:

- News & events
- Product news
- Applications, case studies & success stories
- Features
- Technical articles & white papers

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

‘Facts are sacred; comment is free’

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

Applications, case studies & success 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.

Features tie in with the specific features of the particular issue. They are not product or company punts but are generic stories about trends or best practices in specific technology areas or market sectors.

Technical articles & white papers provide readers with insight into specific technologies. They are written by product vendors as well as companies that are intimately involved with the technology in question, and who are experts in their field. If they are too long for the print version, Motion Control can host them online as a web exclusive or in the online newsflash.

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.
- Use powerful imagery to illustrate your editorial.
- The press section of your principal's website is often a good source of editorial. Look for the articles that would be relevant in the upcoming features.