Technews Publishing
Editorial submission guidelines for Dataweek

Ultimately, the ideal outcome is a win-win situation for Dataweek as well as your company. A win for Dataweek is to feature content that is relevant to our readers and which looks good in the mag. A win for you is (presumably) to maximise the chance that you'll sell product and/or get your company's name out in the marketplace. These editorial guidelines are designed to help you achieve this goal.

Copy (Wording)
- Editorial submissions should be sent as a Word document or text file. PDFs are NOT recommended.
- A list of bullet points does NOT comprise editorial, nor does a product brochure or flyer.
- Submissions that are written concisely and in an editorial fashion will be preferred.

Images/graphics
- Images are encouraged, and editorial with high quality graphics is given preference to editorial without.
- Please provide submitted images as discrete attachments in 300 dpi quality.
- Please DO NOT embed images with your editorial copy.
- Please send each image as a discrete file.

Editorial structure
Typically, Dataweek makes use of five "styles" of editorial, namely:
- News;
- Product news;
- Features, opinion pieces, thought leadership;
- Case studies/success stories;
- Technical articles/white papers.

News items
- Run at the beginning of the magazine, these are newsworthy articles covering the likes of mergers, acquisitions, new companies, new appointments etc.

Product news
- Just that: news about products; specifically new products or upgrades/improvements to existing products. Short and to the point, these should be about 180-300 words in length. Submitted product news items should ideally be submitted with a high quality image to illustrate the product.
- When compiling product editorial, put yourself in the shoes of a Dataweek 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" is typically not published. Product editorial comprises the facts and only the facts, presented in a way that is as easy to digest as possible. 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; related accessories etc.

Features
- These are longer, more in-depth stories that are not necessarily hot news but tie in with the specific features of the issue in question. These are either commissioned and originated by journalists, or are in some cases 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. Thought leadership is encouraged.

Case studies & success stories
- These stories are not company or product punts, but focus on the problem, the solution and the bridge between the two.

Technical articles & white papers
- These are articles that provide readers with insight into specific technologies and/or their implementation. 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.