

Technews Publishing

Editorial Guidelines for Hi-Tech Security Solutions

1. How to submit editorial information

- **Copy (Wording)**

Editorial submissions should be sent 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).
- **Please DO NOT embed images with your editorial copy.**
- Please send each image as a discrete file, in separate e-mails, so as to keep e-mail sizes manageable.
- Please e-mail editorial submission to the editor, Andrew Seldon on andrew@technews.co.za.

2. Editorial structure

Typically, Hi-tech Security Solutions makes use of five “styles” of editorial, namely:

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

News items are run at the beginning of the magazine, they are short, punchy, newsy stories of no more than 200-250 words, covering the likes of mergers, acquisitions, new companies, new 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 100-150 words in length. Hi-Tech Security Solutions does NOT list product specs. Submitted product news items should ideally be submitted with a high quality image to illustrate the story. Company contact details are listed in each issues QuickFind, so that readers can ask for more info about the product.

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 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.

Case studies & success stories. Hi-Tech Security Solutions 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 general bridge between the two. The contact details of the companies involved are listed.

Columns are written by regular contributors and are not submitted by clients or their PR companies.

‘Facts are sacred; comment is free’

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