

concrete MAGAZINE – BRIEF GUIDE FOR CONTRIBUTORS

Thank you for your interest in **concrete** magazine. Article contributions from industry sources are invaluable – they allow engineers and managers alike to communicate vital, first-hand information to our readers. These brief guidelines will assist you in preparing feature material for submission to **concrete**:

PRESENTATION: Your article should contain the following –

- Headline and author(s) name.
- The main text should be written in a clear, structured form and should be subdivided by cross headings, if appropriate. Do not lay out your article with report-style numbered sections. These are not used in magazine publishing.
- Articles should be submitted in MS Word format, text (via e-mail) or hard copy.
- House style – all publishers reserve the right to sub-edit material submitted for publication to include the magazine's house style. If major alterations are necessary, (for example, to shorten substantially an over-long presentation), the author will be consulted.

GRAPHICS: Electronic photography has caused a huge headache for magazines, as not all digital cameras can produce a resolution suitable for publishing. You are strongly advised to follow these points when submitting photos and other illustrations:

- Hard copy print photography, including transparencies, is acceptable.
- Electronic photos/graphics should be in JPG, TIF or EPS format.
- The size **MUST** be at least 10cm × 10cm and at 300 dots per inch (dpi) resolution.
- Photos or graphics embedded in MS Word, Excel or PowerPoint are difficult to reproduce – please consult the Editor before sending.

CAPTIONS: Informative captions should be provided for each photo or diagram etc, and these should be listed at the end of the article. If necessary, you may wish to 'key' them into your text by making appropriate textural references (eg, figure 1, table 5, etc).

PUBLICITY: Articles published in **concrete** are objective and informative; we cannot reproduce material used for promotional purposes only. Any such material will be removed from the article. Writing for **concrete** is an opportunity to educate the readership and demonstrate expert technical or business knowledge in a specific area.

AUTHORS' OBLIGATIONS: Articles for **concrete** are accepted in good faith; please be aware of proprietary names, health and safety issues (especially with photos) and libel laws. We understand that articles submitted to **concrete** are on an exclusive basis and something similar has not been offered and will not appear in another magazine prior to publication in **concrete**. Similarly we cannot run an article that has already appeared elsewhere.

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After publication of your article in **concrete**, we are happy to provide, upon request, a low-resolution PDF of the page layout – for use on your company website or intranet **ONLY**. Acknowledgement of the source and issue date must be provided.