**Editorial guidelines for Chamber Members**

Chamber Members are always welcome to submit news and feature ideas

for consideration by the Chamber in discussion with the editor.

**Some things to bear in mind:**

Send in your information in the simplest possible format for consideration.

If the information supplied would make a good story, the editor will edit it, contacting you if more information is needed.

Our readers are busy people. So that the magazine is as lively and easy to

read as possible, we restrict articles to around 250 words. Sometimes

articles are much shorter, but we try to present even the smallest article in a

way which is eye-catching for the reader.

We try to make the magazine as ‘newsy’ as possible. We can’t make use of

information which is just an extended description of your business and its

products or services.

We don’t use anything that is too much like advertising copy and we cut out

company hype and phrases which are business jargon or statements of the

obvious. For instance, we would avoid phrases like ‘we are going from

strength to strength;’ ‘our secret is our excellent customer service/our vision

and values.’ We do not allow contact information or logo's to be included otherwise this is viewed as advertising material.

We do not generally use by-lined articles – the sort which carry the name of

the author at the top or bottom, unless this is featured as part of an 'advertorial'

We prefer to ‘quote’ an expert in the body of the article.

**We love:**

Articles on current business issues relevant to the area

Good photographs - 300dpi resolution - in these formats: jpg, tiff, eps.

Action shots are best – people doing things.

Articles giving advice and sharing knowledge and case studies

Good news from your company - winning awards, new contracts, expansion

or relocation of the business and website links for readers to find further information.

**The *magazine* Litmus Test**

It’s useful if you get to know the style of the magazine. Then when you are thinking

about sending information you can apply the Litmus Test: Can you visualise your

article in this magazine?

**The magazine routine**

We try to include member news in the next available edition, but we do have space

constraints and sometimes we have to hold material for a later issue.

The deadline for editorial copy is generally ***three weeks*** before publication.

We set strict quality standards for editorial submissions.

Articles are considered on their own merit and relevance and we will normally

make amendments to fit our editorial style.

The Chamber can never guarantee inclusion. Submissions will be amended or

rejected at the editor’s discretion. The editor’s decision is final.

**Keep in touch!**

Don’t forget. If you regularly send out press releases, please add us to your

distribution list and we will try to include your news in future issues.

**For further information and guidance**, please contact Karen Hall at Benham Publishing: Karen@benhampublishing.com / Mobile: 07801 788880 For submissions: julia@kentinvictachamber.co.uk