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. CONCRETE does not use material written in the first person, so avoid as far as possible. 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 or text (via e-mail).
- 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, (eg, to shorten substantially an over-long presentation), the author will be consulted.

GRAPHICS: The image quality (for publishing purposes) of camera phones is inconsistent. Pictures taken with iPhone, Samsung etc must be of the highest resolution and quality. Professional photography or pictures taken with a quality digital camera are preferred. Please follow the points below when submitting photos and other illustrations:

- Electronic photos/graphics should be in JPG, TIF or EPS format.
- The size MUST be at least 15cm × 15cm and at 300 dots per inch (dpi) resolution.
- No photos embedded in MS Word, Excel or PowerPoint please.
- However, graphs/charts can be supplied in Excel or PowerPoint.

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. Our preference is that material has not been offered nor appeared in another magazine prior to publication in **CONCRETE**, however we recognize that this is not always possible, in which case we may request that content is tailored slightly to our unique audience.

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