

# inbusiness

## ***inbusiness* editorial guidelines for Chamber Members**

***Inbusiness*** is a bi-monthly business publication and digital magazine in the Milton Keynes area with a circulation of over 1,500. Chamber Members are always welcome to submit news and feature ideas for consideration or to contact the editor to discuss ideas.

### **Some things to bear in mind:**

- You don't need to write the article yourself unless you are a journalist or PR consultant and have the necessary skills. Just send in your information in the simplest possible format for consideration. If the information supplied would make a good story, the editor will draft an article, contacting you if more information is needed. A draft will be sent to you for approval.
- Our readers are busy people. So that the magazine is as lively and easy to read as possible, we restrict articles to around **200 to 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.
- 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 generally use by-lined articles – the sort which carry the name of the author at the top or bottom. We prefer to 'quote' an expert in the body of the article.

### **We love:**

- **Good news from your company.** Here are a few ideas
  - winning awards
  - being short-listed for an award
  - new contracts/projects
  - new appointments/job creation
  - new growth
  - new expansion or updates on expansions/building developments
  - new products/services to your business
  - relocation of the business
  - official openings/visits by high profile people to your company
  - events to mark key milestones eg 10<sup>th</sup> anniversary, 25<sup>th</sup> anniversary



- **Good photographs** - 300dpi resolution - in these formats: jpg.  
Action shots are best – people doing things  
**Please send images as an attachment and NOT embedded in a Word document**  
As a guide an image of about **1MB** in size should be sufficient.  
(If the quality is not suitable, we will contact you)

### **Is the article relevant to the features planned for the issue?**

A features list is produced for *inbusiness* listing the business topics to be covered in forthcoming issues. Each issue carries three industry specific Spotlights. Visit the Chamber website for details of forthcoming features:

[www.chambermk.co.uk/inbusiness](http://www.chambermk.co.uk/inbusiness)

### **The *inbusiness* 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 **five weeks** before publication. We publish at the beginning of February, April, June, August, October and December.

- 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 ([inbusiness@chambermk.co.uk](mailto:inbusiness@chambermk.co.uk)) and we will try to include your news in future issues.

Remember ***inbusiness*** is YOUR magazine. So keep us up to date with what your company is doing.

I look forward to receiving your news.

### **Lei Chan**

#### ***inbusiness* Editor**

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