



In Business editorial guidelines for Chamber Members

In Business is Northamptonshire's bi-monthly business magazine with a circulation of 5,000. 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:

- Articles on current business issues relevant to Northamptonshire
- Good photographs - 300dpi resolution - in these formats: jpg, tiff, eps. Action shots are best – people doing things.
- Articles giving advice and sharing knowledge
- Top tips – for example, top tips on making sure your business has the right insurance or top tips on making the most of your staff
- Good news from your company - winning awards, new contracts, expansion or relocation of the business

The In Business Litmus Test

It's useful if you get to know the style of In Business. Then when you are thinking about sending information you can apply the Litmus Test: Can you visualise your article in this magazine?

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

A features list is produced for In Business listing the business topics to be covered in forthcoming issues. Each issue also carries an Area Spotlight, featuring a particular district of the county. Articles submitted for this section should be either about issues affecting that area or about businesses in the area.

Visit the Chamber website for details of forthcoming features:
www.northants-chamber.co.uk/profile/inbusiness

The In Business 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@northants-chamber.co.uk) and we will try to include your news in future issues.

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

Please do not hesitate to contact me if you have any questions. I look forward to receiving your news.

Emma Wilson

In Business

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