

GUIDELINES FOR ARTICLES IN GGI'S INSIDER MAGAZINE

When submitting an article for INSIDER, please adhere to the following GGI guidelines:

Length of your article

The article can be up to approximately one to two DIN A4 pages in length, including visual material, and the font Arial 11 pt should be used. The article should not exceed 6'000 characters (including spaces).

Photos

Please provide visual material if possible (photograph of the author, pictures related to the subject matter, graphs, etc.); we will happily use this if possible. Material should consist of meaningful photos/graphics that are appropriate to the text content. If possible, the pictures should be sent via email and should be of a high resolution (at least 300 dpi for a picture size of 10x15cm). Alternatively, photographs may be submitted on a CD.

If no pictures are delivered with the text, the editorial department will assume responsibility for picture research.

Writing style

The first lines of an article are crucial to spark reader's interest in your text. So try to make the reader curious with some information of personal concern.

- Do not address the reader directly, and do not use "I" or "we".
- Do not include lengthy lists with bullet points or tables.
- Do not include any obvious company promotional material.
- Bear in mind the target group: make sure the article isn't too technical and can be understood by someone who is not familiar with the field, provide general information about the topic and give your contact details for further information.

Information boxes

If appropriate, information boxes may also be integrated, in order to provide the reader with additional, condensed information. Checklists, glossaries or even contact details (addresses, website links, etc.) could form the contents of these boxes.

Details about the company/author are not published in information boxes but in the author line.

Author line at end of the text

An author line is inserted at the end of the text. The following information is required: company name and website link, first name and surname of the author, personal email address, position in company. If the personal email address is not to be included, we request that an alternative email address be provided, for example, info@...

Company advertising and promotional material

Articles are exclusively subject-related contributions. Company advertising will not be published in the editorial section of INSIDER and will be cut from the text.



Submission and due dates

Please send your article to the GGI head office by the 4th of the month of publication at the latest (for example, for the January issue please send your article by 4 January at the latest, for the March issue please send it by 04 March at the latest, etc.).

Please submit your articles before the deadline to Barbara Reiss at b.reiss@ggi.com.