

## **Guidelines for articles in GGI's INSIDER Magazine**

When submitting an article for the International Taxation Practice Group (ITPG) page, please adhere to the following GGI guidelines.

### **Who can contribute articles for the ITPG pages?**

- § All “**regular**” **ITPG members** and those “visitors” who have delivered a presentation during an ITPG meeting may write an article.
- § Preference will be given to regular members who have given a presentation during an ITPG meeting.
- § Presentations that have already been given may be published as articles.

### **Length of your article**

The article can be up to approximately one DIN A4 page in length, including visual material, and the font Arial 11 pt should be used. The article should not exceed 5000 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.

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### **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 7<sup>th</sup> of the month prior to publication at the latest (for example, for the January issue please send your article by 7 December at the latest, for the March issue please send it by 7 February at the latest, etc.).

Please submit your articles before the deadline to Barbara at [b.reiss@ggi.com](mailto:b.reiss@ggi.com)

The contents of all articles will be reviewed by the ITPG Chairmen.