

How to get your editorial into *Packaging Magazine*

Packaging Magazine invites editorial contributions that concentrate on providing technical information about equipment, techniques, methods and services as well as insight into Packaging and associated trends – things that really matter to logistics and supply chain professionals.

Q: Does Packaging Magazine accept editorial submissions?

Absolutely! *Packaging* is always on the lookout for people — especially suppliers and practitioners — who have valuable knowledge and insights to pass on to readers about Packaging, strategies, equipment, technologies and services.

If you'd like to contribute an article the best way to get the editor's attention is with a brief, crisp email query with your story idea. The editor's e-mail address is anna.game-lopata@reedbusiness.com.au

Q: Who is Packaging Magazine's audience?

Packaging Magazine is mainly received by senior managers in the food and beverage, and pharmaceutical industries. It is also received by those working in operations and production in these industries and in manufacturing in general. Packaging manufacturers and converters make up another section of Packaging's readership along with suppliers of materials and machinery.

Q: What gets the editor's interest?

*****groundbreaking developments and thought leadership in Packaging practice and strategy that make packaging more efficient, safer and more environmentally friendly.
****insight and comment about trends and developments in packaging practices, processes, strategy equipment and technology
***comment about critical issues affecting your industry (i.e. government regulation, skills shortages, sustainable development, safety and health etc)
** new packaging equipment or materials that can make practitioners' jobs easier, more efficient, safer and reduce carbon impact
*outstanding achievements

For editorial coverage on new equipment or technology, email a brief description (maximum of 500 words) with as much technical detail as possible - focus on what the equipment is capable of doing.

Criteria for acceptance

To be considered for publication, an article must

- report on a significant development of interest to a diversity of packaging practitioners.
- have a direct bearing on packaging processes, equipment, technology materials and techniques

- include sufficient data to support claims and/or conclusions; which hasn't been published elsewhere;

To be considered for publication an article must not

- be published elsewhere
- be under consideration for publication elsewhere.
- utilise dot points

Other reasons besides quality, however, affect the decision to accept or reject an article.

Among these are the amount of space available, the quality of other articles competing for that space, the mix of articles desired, and the expected degree of interest to *Packaging Magazine* readers.

For these reasons, an article that otherwise meets the criteria enumerated above may occasionally be rejected.

Q: I see there's an editorial feature coming up in *Logistics Magazine* of interest to us, but we don't have any new products. What could we submit as editorial?

Packaging professionals are always looking to improve productivity and efficiency without increasing costs or compromising safety standards.

Why not write an article on how Packaging practitioners can improve productivity, eliminate bottlenecks, decrease costs and implement new technology?

You can then talk about solutions to these issues, which is an opportunity to talk about the equipment and services that your company supplies.

Q: Can I have a media release published in the magazine or on the website?

Yes. The criteria for acceptance still apply, including what the editor deems of relevance to the Packaging readership.

Media releases usually require editing and word reduction for publication in the magazine as generalist or product news.

Media releases MUST be accompanied by strong, interesting high resolution images of products or industry related activity. In the case of magazine news coverage, this can mean the difference between acceptance and rejection.

Q: What's the format for images?

The minimum specification for images (i.e. jpg file) is 300dpi, or 118 pixels/cm, for an image about postcard size (i.e. 10cm x 15cm).

An image between 1-3 MG is usually ideal.

If you are not sure how to check the specs:
> right click on the open image (ie JPEG file)
> click 'Properties'

Copyright

Feature articles accepted for publication become the sole property of the publisher, *Logistics Magazine*, which holds the copyright. Copyright laws prohibit reproduction by anyone, including authors, without permission. Requests for permission to reproduce material should be made in writing to the editor.

Editing

Once editorial is accepted, it is edited to make sure that grammar and punctuation are correct, ideas are expressed clearly, no ambiguities exist, and the editorial is in *Logistics Magazine's* style.

Author approval

In instances where an unsolicited article requires substantial editing, an edited version may be sent to the author prior to publication enabling the author to make further changes if desired.

This is the author's last contact with the copy prior to publication; no proofs are sent to the author.

Typesetting and proofreading

When the author's changes and approval have been received, the editor makes any final changes and has the copy typeset. The editor then proofreads the typeset copy.

Publication and reprints

Upon publication, the author is sent a copy of the issue in which the article appears.

Text

Write the article in a journalistic feature style, not the standard scientific or academic report style (See *Packaging Magazine* for examples).

Use active voice whenever possible, and do not be afraid to use first person (I, we).

Provide a brief (two sentence) introduction to summarise the main point of the article (deck heading) aiming to attract the reader's interest.

Do not introduce the piece with background. Lead in with a striking piece of information, the main argument, or the contention of the article as soon as possible.

Think about the structure of the piece carefully, presenting information step by step as if telling a story.