



Business Network magazine contribution guidelines

BUSINESS
network

east midlands
chamber

Derbyshire | Leicestershire | Nottinghamshire

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Four things you need to know:



We accept news stories and thought leadership/advice articles



Word limits are 600 words



Deadlines are the beginning of the month prior to publication



Images should be high resolution:
(1MB file size as JPEGs)

What is in each edition?

Each issue has a theme (eg sustainability, manufacturing & trade, property & construction), which is linked to a small number of features.

Every edition features the following sections where members can contribute articles:

- Member news – latest company news updates and EMComingTogether for charity/CSR news
- Appointments – movers and shakers
- Sustainable East Midlands – sustainability news, advice features and case studies
- Business support – news and advice features:
 - Digital Technology
 - Legal
 - Finance
 - Skills
 - Property
 - Information

In addition, the Chamber's editorial team writes original content for the big interview, focus feature, politics and international trade.

Updates from the Chamber, our brands and partners are included in Chamber news, personal development and events.

Kemps Publishing oversees a series of themed features (eg apprenticeships, business banking & finance, conferencing & events, executive search & recruitment), which are separate to the magazine's overall theme. More information on these can be found in the media pack.

Send submissions to marketing@emc-dnl.co.uk **and** jasmine.thompson@emc-dnl.co.uk

What type of articles do we accept

News stories

These should be timely, relevant and have significance for a business, industry or community. **Examples includes:**

- Growth – new jobs, new premises, geographical or sectoral expansion, turnover growth, mergers and acquisitions
- Case studies – examples of innovation, collaboration
- Unique research, data and analysis
- Appointments or promotions of key staff
- CSR/ESG engagement
- New products, services, partnerships, events
- Success stories – awards, certification, contract wins

Key points to remember:

- A news story isn't a sales pitch – there should always be a news hook
- We don't accept business anniversary stories
- Details should be tangible, timely and evidence-based (ft. numbers/dates)
- Include background info about the company (including location, number of employees, turnover, what it does, recent projects/acquisitions/updates)
- Take a factual tone – opinions should only go into quotes
- Write in the third person – and include full names and job titles for people quoted

Thought leadership and advice articles

These are opinion articles authored by a senior representative within an organisation, and written in the first person.

Key points to remember:

- We are looking for unique commentary and authoritative advice on a topic that is interesting and informative to readers
- All contributions must be either:
 - Advice-driven
 - Thought-provoking
 - Opinion-based
 - Newsworthy
 - Or educational
- Authors should write freely, be conversational and use this as an opportunity to position themselves as an expert – but this is not a sales pitch so please avoid being too self-referential
- A suggested structure may include:
 - Introduction explaining an issue and why it's important to businesses
 - Use sub-headings as a guide to introduce new points/topics
 - End with a final piece of advice, prediction or call to action
- Word count should be between 400-600 words

Case studies

We include case studies with a Q&A style in certain parts of the magazine, including:

- Member focus
- Sustainable East Midlands
- International trade
- Personal development

We also occasionally feature case studies to link to our themes. Please get in touch if you would like to learn more about these opportunities.



What else do you need to know?

Images

- Please send images in colour and high resolution – which means JPEG files in at least 1MB size (this is to ensure it is sufficient quality for print)
- Send as file attachments or via a WeTransfer link – not embedded in a Word document
- Images can include anything that depicts what the company does, an activity within the article and/or a headshot of speaker(s)
- Logos will not be featured

What to expect

- All contributions will be proofread and edited according to *Business Network's* journalistic house style, and we may also reduce the content to fit available space
- We may push articles back to another edition depending on space availability
- We don't include links to a company's website unless:
 - A company is offering something unique for free
 - Chamber members can benefit from an exclusive offer
 - There's a charitable/fundraising page
 - The call to action is pivotal to the story, such as a campaign or specific project

Other marketing opportunities

- You can also use our Business Network Weekly email newsletter to promote news, blogs and events – email the URL to your article/event page online to marketing@emc-dnl.co.uk
- Submit a member-to-member offer by sending an image (560x560 pixels) and offer title to marketing@emc-dnl.co.uk

