

Contributors' Guidelines

GeoConnexion International is the leading business-to-business magazine for everyone with an interest in geospatial information and its related technologies in continental Europe, the Middle East, Africa, North America and Asia.

Our articles are:

1. **Practical:** They offer readers something that can help them in their jobs, such as a technology, technique or service.
2. **Geospatial:** They focus on geospatial technologies or applications.
3. **Unique:** They have not been published elsewhere.

Types of article

1. **Analysis articles:** These should be balanced analyses of specific technologies or issues, with a clear message or new thinking.
2. **Case studies:** These are fair appraisals of real-life problems and issues and how they were solved. Projects need to be ongoing or completed in the past year, and to be from outside the UK and South America.
3. **Opinion pieces:** Controversial articles, calls for industry action, etc, are welcome.
4. **Technology pieces:** Articles looking at innovations in geospatial technologies

***GeoConnexion International* is vendor-independent and welcomes articles from all quarters. You do not have to pay or advertise with us to have an article included in the magazine.**

1. The editorial process

1. **Abstract:** Send me an abstract of two or more paragraphs, explaining what your article will be about and what it will offer readers.
2. **Deadline:** If the abstract is suitable, we will determine a deadline for you to send me a first draft of your article and accompanying images.
3. **First draft:** Send your draft as a Word document by the deadline at the latest. Provide your images as separate files so they can be checked.
4. **Second/final draft:** If the first draft isn't quite suitable, I'll let you know what changes it needs for it to be included in the magazine and give you a new deadline.
5. **Editing:** Once your article has been accepted, it will then be edited for style and content. The final article will not normally be returned to you before publication.

Notes

- **Stay in touch:** If you encounter any problems, let me know as soon as possible.
- **Deadlines:** If you miss a deadline, your article may be delayed for *at least* one issue or even cancelled.
- **Copyright/licence:** By submitting a draft, you grant us First Worldwide Serial Rights and Internet Publication Rights to the text, as well as a licence to use any images you provide worldwide in both print and on the Internet.

2. Images

MINIMUM NUMBER OF IMAGES YOU MUST PROVIDE

We will not be able to print an article that does not meet our image requirements or that does not include good images.

1-page article: Lead image + 1 additional image

2-page article: Lead image + 3 additional images

3-page article: Lead image + 7 additional images

4-page article: Lead image + 9 additional images

NO COMPANY OR PRODUCT LOGOS

NO PHOTOS OF THE AUTHOR, UNLESS IT IS AN OPINION PIECE



Every article needs a lead image, which should be as impressive and as appropriate a picture as possible

Lead image

- A landscape photograph or illustration.
- **Dimensions:** at least 3,000 pixels wide and 1,700 pixels deep.

The other images

These can be photographs, illustrations, screen shots, abstract images, charts, diagrams and graphs.

- **Format for screenshots and photographs:** JPEGs, PSDs or TIFFs at least 1,200 pixels wide.
- **Format for charts, diagrams, graphs, illustrations:** vector Illustrator, PDF or EPS.

If you do not have enough images, you can source more from image libraries such as Shutterstock (www.shutterstock.com) or iStockPhoto (www.istockphoto.com). Please send the images' URLs and we'll let you know if they're suitable.

3. Text

Article lengths

Articles are of the following lengths, to be arranged in advance with the editor:

- *1 page article*: 550 words
- *2 page article*: 1,100 words
- *3 page article*: 1,600 words
- *4 page article*: 2,300 words

These lengths include room for images, so don't write less than these amounts.

Writing style

1. **We are GeoConnexion *International***: Our readers are based all round the world so don't assume they'll know everything about a specific country.
2. **We are a magazine, not a journal**: The article should be conversational in style, and shouldn't contain abstracts or references.
3. **Don't make it too basic**: Include technical details that are relevant in practice or that can help readers with buying decisions.
4. **Active**: Write in the active rather than passive voice.
5. **Get to the point**: Explain the essential theme of the article in the first two to three sentences.
6. **Quotes**: Try to include quotes from relevant people to support the article, particularly end-users.
7. **No 'marketing talk'**: Don't make the article a 'hard sell' – let your product or service speak for itself.

You can read free examples of our articles at:

www.geoconnexion.com/publications/geo-international/