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Electrical Business
MAGAZINE GROUP

Having an article published is one of the best ways of showing off your expertise in a given subject while advancing the needs of our market.

Articles range in their approaches. An article may explore the technical application of a type of technology or process, it may provide a "state-of-the-union" look at an industry issue, it could be a case study, and so on.

In fact, you may have already written an article and are looking to have it published, or maybe you would like to gauge the editor's interest before you start writing.

One way to ensure your article is of interest is to consult the *Editorial Calendar* or *EdCal* where we list the various topics we'll be covering throughout the year. (For example, EBMag's 2015 EdCal shows subjects such as Lighting, Smart Grid, Energy Management, Circuit Protection, Backup Power, Wiring and Cabling, Wiring Devices, Motors, and so on.)

An article that falls under a topic identified in the EdCal finds favour very quickly with the editor.

Media outlets publish their EdCals in a document called the *Media Kit,* which contains additional information about the magazine itself and the market(s) is serves, as well as advertising information for print, digital, web, video, etc.

It is best to call or email the editor to discuss the possibilities with your article. That gets the ball rolling. If the subject matter is of interest, the editor will ask for a brief abstract or a simple bulleted list describing the article's contents.

(In a perfect world, every article is published exactly when and where the editor says it will. However, space constraints [especially in print] may bump your article, and it will be held for publication at a later time. Feel free to check with the editor.)

You may consider sending your article to other media outlets. If so, please inform us of your intention. We only ask that you allow us to publish your article first.

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THE SPECS

• Articles range anywhere from about 800 words to 3000. They are to be objective and non-promotional.

• Plugs for your company come via author bio (e.g. "Joe Average is a technical support manager with XYZ Inc.") and supporting visuals (e.g. "Photos courtesy XYZ Inc.").

• Text should be sent in Word, PDF, plain text, in the body of an email... anything we can copy, paste and edit. Do not LOCK your document, or it will be sent back.

• Do not embed visuals (photos, graphs, etc.) in your Word document. Text only.

• Visuals are encouraged. Attach them as separate files (e.g. Photo 1.jpg, Photo 2.jpg). Photos must be a minimum of 300 dpi. For web, 72 dpi is the standard.

• Keep the size of your email manageable (under 5MB). Do not send emails that are 10MB (or greater) in size. This bogs down your email, and bogs down ours.

• If you have lots of pictures or other assets, then use a file sharing service like Hightail, Dropbox, etc. If you're having trouble with these, let us know, and we will send you information on using our own file sharing service, which is simple to use and requires no special software.

THE REVIEW

• Once all materials are in (Word document, related visuals, etc.), the editor will review the article. Part of the editor's job is to make you look good on paper. We will undertake editing the article to ensure it reads well.

• Some articles require a lot of work, some barely any. When the edits are minimal (e.g. basic grammar, combining some sentences, moving some paragraphs around for better flow) you are not likely to see a final version before publication. This is normal.

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• When the edits are substantive, however, you will see another draft to ensure you are okay with the changes made, and that any important information or facts have not been altered. You may also be asked to provide more information in certain areas, or be asked to delete some other information altogether.

• This process may go back and forth several times before both parties (author and editor) are content with the final article. This, too, is normal.

• When the article is slated for online publishing, you will be notified with a link when it has gone live.

• When the article is slated for print, it goes to our Art Department for layout. This is the domain of our designers (in conjunction with the editor). The author is not involved in this process unless, for example, the articles involves numerous or complicated Tables and Figures, and the editor asks the author to check the final layout for accuracy.

BEING PUBLISHED in PRINT

• Once published, all current and back issues are uploaded to our website's Archive in two formats: Digital Edition and low-resolution PDF (for easy download). In an effort to be "green", we do not mail out issues in which your article appears (hence the PDF you can download).

• You are encouraged to tell your network about your article. Send them a link to our Archive, or a deep link that takes them directly to your article in the Digital Edition.

• Articles published in industry magazines make for great Education and Marketing pieces. For a nominal fee, you can order Reprints of your article in hard copy and PDF formats. Reprints involve additional design work; the article gets a new, stand-alone layout.

• Hard copies of the magazine can also be ordered for distribution.

If you have any questions, get in touch. We look forward to working with you!