

# Guidance for editorial composition

Your editorial plays an important part in raising awareness of your brand, product or service. It complements your advert by offering additional in-depth coverage. We therefore strongly recommend that you take advantage of the opportunity to submit editorial.

The most effective editorial focuses on a story, issue, development or piece of news which is of general interest to our readers. The least effective editorial is that which, like an advert, simply extols the virtues of your company, product or service.

Due to time constraints, it is not possible to supply advertisers with edited copy before publication.

Editorial will be edited to conform to house style.

**Any special requests relating to editorial copy should be submitted in writing to the editor for consideration at the time of submission, otherwise please refer to clause fifteen of our terms of acceptance.**

Editorial submitted by advertisers to any of Cognitive Publishing's titles which does not conform to the following guidelines may be changed or rejected at the editorial team's discretion.

## ESSENTIAL POINTERS:

- **Copy must be submitted on or before the copy deadline.**
- **Copy must be provided in Word format.**
- **Images should be high resolution (minimum 300dpi) and supplied as a .jpeg or tiff file. Images embedded in other documents will not be used.**
- **Copy should be headed by a title and a subheading which includes the author's name and job title.**
- **Please avoid use of the first person as in the following example: "Acme Training Solutions was established in 1985. It now employs 50 people" is acceptable. "Our company was established in 1985. We now employ 50 people" is not.**
- **Copy should conclude with the following contact details – contact name, telephone number, email and website url.**
- **Copy length should be approximately the number of words you have been permitted. Copy which is longer than the number of words you have been permitted may be edited.**

### Rail Technology Magazine

Send all advert copy  
and associated files to:  
[advert@railtechnologymagazine.com](mailto:advert@railtechnologymagazine.com)  
Send all editorial and images to:  
[editorial@railtechnologymagazine.com](mailto:editorial@railtechnologymagazine.com)

### National Health Executive

Send all advert copy  
and associated files to:  
[advert@nationalhealthexecutive.com](mailto:advert@nationalhealthexecutive.com)  
Send all editorial and images to:  
[editorial@nationalhealthexecutive.com](mailto:editorial@nationalhealthexecutive.com)

### Public Sector Executive

Send all advert copy  
and associated files to:  
[advert@publicsectorexecutive.com](mailto:advert@publicsectorexecutive.com)  
Send all editorial and images to:  
[editorial@publicsectorexecutive.com](mailto:editorial@publicsectorexecutive.com)

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