

Dear Contributor,

We understand that you have arranged to provide editorial within our publication and we are writing to advise you of our requirements.

The editorial content in each magazine is carefully chosen to ensure that it is appealing to the reader in variety, is topical, informative, educational and simply enjoyable. Any articles that are included in the publication are designed and published for the benefit for the reader.

Any supplied contributions must comply with the following:

- i) All editorial is at the discretion of the Editor.
- ii) Acceptance of the editorial will be at the discretion of the editor. If the editorial is not considered suitable for our publication then an alternative will be requested. To avoid disappointment please ensure that your editorial contribution will fit within the magazine's ethos, and be of high standard.
- iii) No editorial within the magazine is paid for by the publication.
- iv) You have been asked to supply a specific number of words and images for publication. However, the Publisher can give no guarantee as to the pagination and number of images used in any editorial as each magazine is reliant on space available in that specific issue.
- v) The general content of the editorial must not be aimed as an advertisement and must take the uniform editorial format/structure of the magazine to ensure that it is not read as an advertisement.
- vi) All editorial headers, sub-headers and opening paragraphs must relate specifically to the work/artist/or specialist subject contained in the main editorial. Under no circumstances should they refer to any Corporate/exhibition/gallery name; space will be provided for this at the end of the feature. The sub-header should be an enlightener of what the reader can expect in the expanded article. It will be at the discretion of the Editor to alter this if it is not deemed suitable for the magazine's design and template. ie title too long to fit template etc. If the contributor would prefer not to supply a header and sub-header then the editorial staff will do this on their behalf.
- vii) Full credit will be given to the writer within the magazine. Contributor's details will be displayed in our normal page format. Either included 'by.....' '..... reports.....' or similar in the sub-header, or contributor/gallery title, telephone, web address will be published at the bottom of the piece in the normal design/template of the magazine.
- viii) All supplied contributions must be written exclusively for the magazine, (general press releases are not acceptable) with an agreement from the supplier/contributor that the exact editorial will not be published in any other art magazine.
- ix) All wording must be received as a finished piece,

(If you are providing images only for editorial then you must comply with the following)

Image Requirement:

- i) It is the responsibility of the supplier/contributor to supply all images that relate to the editorial. All images must be supplied at a MINIMUM of 300dpi at 100%. High quality photographs up to A4/negatives may be provided

that are suitable for scanning. Picture material is sent at the owners risk and the Publisher cannot guarantee safe return. Every effort will be made to return material if requested

ii) It is at the sole discretion of Paul Bates/Designer/MD as to which images will be chosen for use in the template of the magazine, for obvious reasons – to use a horizontal/vertical image to fit a space available. Should the supplier of the article have a preference as to which images to use, then images should be marked clearly in order of preference.

Editorial Copyright:

i) The supplier/contributor of any editorial supplied is required to ensure that the material submitted for both wording and images has full copyright permission of the owner and will indemnify the Publisher in respect of any liability or claim arising from any breach of copyright.

ii) The Publisher will not be held responsible if the copyright permission has not been granted, and a disclaimer to this effect is printed within the magazine.

Editorial Proofing:

i) All editorial contributions included in the magazine will be proof-read and grammatical/spelling errors etc will be changed at the discretion of the Editorial staff.

ii) Should the wording supplied need editing as it is too large for the editorial space available, the editorial will be returned to the writer for their assistance. Please re-supply the editorial at the approximate revised wording required immediately to avoid delay in publication. Should you prefer the editorial team can do this on your behalf please advise us immediately? In the same way, should the editorial wording need to be expanded, the editorial will be returned to the writer for their assistance. Please re-supply the wording immediately to avoid delay in publication.

iii) Submitting editorial contribution in no way constitutes the Contributor/supplier having the right to proof read the final editorial before print. In exceptional circumstances, always by prior agreement, and time permitting, one proof will be provided for 'typos'. Redesign is not available. Final proofing would be on the understanding that the editorial maintains the magazines template and design, which is at the sole discretion of Designer/MD Paul Bates. If there is any reason for the supplier/contributor to dispute the feature, then the editorial will not be published at that time, but re-scheduled and will be re-submitted for future publication. Under no circumstances will the design team re-design editorial and certainly at the cost of the magazine's deadline.

Copy Deadline:

All editorial contributions (all wording and images) should be received, by 30th of the month prior to the publication on sale date. If the supply of editorial is agreed after that date and is required for publication that issue, then the editorial must be received no later than 4th of the month of the on-sale date. Each magazine is printed on approx 6th of the month of the on-sale date.

Editorial supplied from Advertisers:

i) If the editorial is supplied from/on behalf of an advertiser, under no circumstances will the editorial be paid for by the publication.

ii) An advertiser has no claim over any editorial material that they forward for publication.

iii) Advertisers are responsible to pay for any advertisement published. Any editorial that is provided in association with advertising is FREE and is provided as a gesture of good will and does not constitute forming part of a package that is paid for and included in the advertising price. It is understood by the advertiser that they have no control on content whatsoever, ie pagination, design, etc.

iv) Editorial plays no part in any advertising agreement regarding the cost of the advertisement to be paid.

Whilst every effort will be taken to ensure that all printed material is correct, the Publisher cannot accept responsibility for any accidental error.

Many thanks,

Pamela Bates
Publisher