

Editorial Guidelines – Business Voice

Thames Valley Chamber of Commerce Group's quarterly magazine, *Business Voice*, is the voice of the Chamber, presenting topical and informative business information in an engaging style. The publication allows members to communicate significant news and developments as well as keeping informed with Chamber updates.

The magazine is distributed to all Chamber members, as well as business centres and at Chamber events. The circulation for each issue is 3,000 and there is also an online version available on our website. All members of the Chamber are entitled to submit editorial as part of their membership benefits to Sarah Irving.

Due to the number of submissions received, inclusion cannot be guaranteed, but all submissions are welcomed, and will be carefully considered. Due to the large number of stories received, it will not be possible for one member to appear in every issue.

Business News:

Business News articles are concise and punchy - generally between 100-400 words. They must be newsworthy and not simply promotional descriptions of a company's products or services. The latter point is important as copy reading like 'sales collateral' would conflict with the magazine's advertising and is not accepted for publication.

Member Success Stories

Inspire, Lead and Business Alliance members are featured in this section. These cover a business journey, reasons for success, work in the Thames Valley and why the company benefits from Chamber members.

A picture tells a thousand words....

In every section, good photography will always be considered for publication and helps make your story stand out. Photographs should be 300dpi resolution, min 500mb in size and JPEG format. Digital images from websites (GIFs) should not be supplied as the resolution of these images is too low for magazine publishing.

Stylistic guidelines

You don't have to be an ex-journalist or copywriting supremo to produce a press release for *Business Voice*. Anyone can put together a release that will grab attention and perfectly fit the magazine's style by following a few simple guidelines:

- **Tell the story**

Make sure you don't beat around the bush. Be sure your release states: who, what, where, why, when and how, with the most important information at the beginning before expanding into more detail adding quotes.

- **Keep it simple**

Make your copy clear, concise and free from jargon. Don't say in five sentences what you could summarise in just one. Use simple diction avoiding acronyms and technical or legal language. Try to avoid complex sentences and use a simple structure.

- **Write for your readers**

How do you like to read business news? No doubt in a clear way, so when you're writing your press release try to avoid clichés and promotional language, instead getting down to the hard facts.

What now?

Hopefully this has inspired you to contribute. Remember the Chamber has an in-house editing service, so if you're not sure about your release, simply send it in to clearly stating that you would like feedback and we will be happy to help. All stories are edited to fit the available space (prerogative of all editors). Please note that in all cases, editorial or artwork is not supplied to members before publication as this would cause a delay to publication.

Other editorial opportunities

Online News pages

Members can upload press releases onto the Chamber's news pages via the members login section. If you do not have login details, please contact your account manager in the first instance who will be able to assist.

Member Shared Expertise section in Business Bites newsletter

Each month the Chamber includes a 650-word advisory article. This should be of interest to our wide business community, imparting business information and advice which can be directly utilised by the reader.

*Please forward all editorial submissions for Business Voice to:
Sarah Irving
Email: sarahirving@tvchamber.co.uk*

Please also contact Sarah for advice or to discuss an idea and to find out the timeline for inclusion.