



ARTICLE SUBMISSION GUIDELINES



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How To Submit An Article or Opinion

VerticalDistinct.com accepts opinions and articles on any topic of relevance to the verticals it publishes. The two verticals supported are :-

- Human Resources;
- Technology.

Method of Submission

- Submissions should be sent via email to editor@verticaldistinct.com ;
- Submissions should be sent as a word document attachment only (not pdf) and should not be written within the body of the email;
- Submissions should also be supplemented by :
 - a short profile of the author;
 - a high resolution image of the author (preferably at least 1MB or higher). The image should be saved as a jpeg and not embedded in the word document;
 - other contact details of the author including website, blog, social profile (LinkedIn and google+) and email address.
- All submissions are reviewed. If your submission is accepted, we will get in touch with you. Given the volume of submissions and press releases we receive, we are not able to call or email you to notify you about each submission. Submissions given will not be returned. We will only be in touch should your submission be accepted for publication.

Editorial Guidelines

- All submissions should be exclusive and original ie the submission has not been accepted at any other publication and is also being submitted to VerticalDistinct exclusively. The submission should also not have been previously published either with other publications or self-published (author's blog or website);
- Submission of the article does not guarantee publication;
- All submissions should provide full disclosure ie any special relationship or material connection to your subject;
- Submissions are geared towards publication on the VerticalDistinct.com website should the submission be accepted.
- The suggested length of manuscript is between 800 - 2000 words but we may consider submissions of other length or the development of a series of articles on the proposed topic.

Editorial Don'ts

- Don't rehash or over-link to other works;
- Don't stuff your content with keywords;
- Don't write anything pornographic, threatening, obscene, defamatory or abusive, encourage illegal or discriminatory conduct - this is not an exhaustive list;
- Don't engage in over-the-top self-promotion or promotion of particular products, services or company.

Write About What You Know

Frequently, we receive emails from potential contributors who would like to know what sort of topics their articles should touch on. All contributors are advised to have a look at the VerticalDistinct.com website to get a feel for the topics and articles featured.

Contributors should submit articles on topics that they possess experience and/or expertise in. This is preferable to contributing a piece on a theme presented but which the contributor is not well versed in.

Factors for Inclusion

Decisions on which essays or articles are published are governed by a number of factors including :-

- Editorial variety;
- Timeliness;
- Ingenuity;
- Strength of argument and writing style;
- Freshness of opinion and candour;
- Newsworthiness;
- Press releases, product launches, newsy items and plugs are generally not accepted for article submission. These should be submitted earmarked for news/press release publication. Newsworthy items may be published on the website if deemed suitable for the readership;
- Originality;
- Selection of articles for publication is typically based on the merits of the manuscript, suitability for intended audience, clarity of ideas and gathered facts and the manner in which the ideas are presented.
- Submissions should be of interest to the VerticalDistinct.com readership and have a tone that is appropriate for VerticalDistinct.com.
- Final editorial discretion and decision on any submission rests with the Editorial team.

Submission of Letter to the Editor

- Letters to the editor should be sent to the Editor at editor@verticaldistinct.com. They should be marked as 'Letter to the Editor';
- Letters for publication should be no longer than 800 words;
- All letters must include the writer's name, phone number and email. A pseudonym may be used if you provide one and indicate that it is to be used;
- Letters may also be shortened for space requirements.

The Editing Process

This will help you understand the editing process. Anything that is submitted, will be subject to some editing to :

- correct grammatical and typographical errors;
- make sure the article conforms to our style manual. Expletives will be deleted, some words may be capitalised, some lowercased. Spelling standardised to UK English;
- ensure that the article fits the allotted space;
- fact-check the article;
- make recommendations on tone, style and phrases. The aim here is to preserve the writer's argument while helping him to make his point effectively;
- reduce technical language if possible to help with accessibility and readability;
- all changes are suggested, not demanded;
- all articles undergo extensive review and may be subject to editing and rewriting where appropriate. The copyright is retained by the author and all substantive changes will be forwarded to the author for review prior to finalisation. In the course of editing, headlines subheadings and paragraph headers may be changed, content may be edited for style or substance, links may also be added for content. Art may be added at the discretion of Vertical Distinct;
- articles may or may not be promoted across VerticalDistinct.com, in our newsletters and via our social feeds.

Author Conduct and Copyright

All authors, on submission, do so on the promise that their submitted work is original, has not been previously published and is not currently under consideration for publication on other platforms. Where the submitted work is planned to be submitted elsewhere once published on our website, further republication should be with express notice in writing to Vertical Distinct and on the basis that some degree of repurposing of the article is carried out prior to publication.

All authors also promise that they have obtained permission in the use of any materials sourced from third parties (eg illustrations, photographs, charts or maps) and that they grant Vertical Distinct the exclusive right to edit, adapt, translate, publish, reproduce, distribute and display the article in printed, electronic or any other medium or format.

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