



How to get your editorial in FOOD Magazine

FOOD Magazine invites editorial contributions that concentrate on providing technical information about products, equipment, techniques, methods, services and innovations – things that really matter to food professionals.

Topics areas include, but are not limited to:

- News
- Ingredients
- Processing
- Safety
- Packaging
- Export
- Events
- Product Releases

Types of articles

Articles for publication in FOOD Magazine may be original research reports; state-of-the-art reviews; or discussions of new products, equipment, production techniques, regulations, educational developments, or events of historical significance.

They may also be opinions or commentaries on current events that affect the food industry.

Serial articles are not accepted for publication; each article must be complete.

Authors should submit an outline of the proposed article to the editor [email: food@reed-business.com.au] for prompt advice as to whether the article would be suitable.

Articles should be prepared in a feature style.

See back issues of FOOD Magazine for examples.

Criteria for acceptance

To be considered for publication, an article must report on a significant development; have a direct bearing on food manufacturing, and include sufficient data to support claims and/or conclusions.

Other reasons besides quality, however, affect the decision to accept or reject an article.

Among these are the amount of space available, the quality of other articles competing for that space, the mix of articles desired, and the expected degree of interest to FOOD Magazine readers.

For these reasons, an article that otherwise meets the criteria enumerated above may occasionally be rejected.

Copyright

Feature articles accepted for publication become the property of the publisher, FOOD Magazine, which holds the copyright. Copyright laws prohibit reproduction by anyone, including authors, without permission. Requests for permission to reproduce material should be made by writing to the editor.

Editing

Once editorial is accepted, it is edited to make sure that grammar and punctuation are correct, ideas are expressed clearly, no ambiguities exist, and the editorial is in FOOD Magazine's style.

Author approval

The edited copy is then sent to the author for any necessary clarification and approval. At this stage, the author may make any further changes desired.

This is the author's last contact with the copy prior to publication; no proofs are sent to the author.

Typesetting and proofreading

When the author's changes and approval have been received, the editor makes any final changes and has the copy typeset. The editor then proofreads the typeset copy.

Publication and reprints

Upon publication, the author is sent a copy of the issue in which the article appears.

Text

Write the article in a feature style, not the standard scientific report style (See FOOD Magazine for examples).

Use active voice whenever possible, and do not be afraid to use first person (I, we).

Divide the article into sections and suggest headings ("subheads") that briefly describe the contents of each section.

Do not end the article with a summary or conclusions section unless new information or thoughts are presented. Use a descriptive subhead rather than "Summary" or "Conclusions."

Images

Email images as JPG files that are 300dpi at about postcard size, or 118 pixels/cm at about 10cm x 15cm.

Captions

Write captions that are self-explanatory without reference to the text.

Need more information?

For more information, contact the editor Lena Zak on (02) 9422 2620, or email: food@reedbusiness.com.au

FAQs about editorial:

Q: Does FOOD Magazine accept editorial submissions?

Absolutely! FOOD Magazine is always on the lookout for those who have valuable knowledge and insights to pass on to readers about advanced production practices, techniques, equipment, methods and services.

If you'd like to contribute an article the best way to get the editor's attention is with a brief, crisp email query with your story idea. The editor's e-mail address is food@reedbusiness.com.au

Q: Who is the FOOD Magazine audience?

FOOD Magazine is mainly received by food and beverage industry professionals, some contractors, consultants, government employees and public relations personnel.

Q: What gets the editor's interest?

Groundbreaking developments in the industry and techniques that make a food professional's job easier and more efficient; new processing equipment that can change current practices;

insight and comment about trends and developments in food equipment; comment about critical issues affecting the industry (i.e. government; regulation, food shortages, gm foods, sustainable development, safety and health, etc.); outstanding achievements in the industry.

For editorial coverage on new equipment, email a brief description (maximum of 300 words) with as much technical detail as possible – focus on what the equipment is capable of doing.

Q: I see there's an editorial feature coming up in FOOD Magazine of interest to us, but we don't have any new products. What could we submit as editorial?

Food professionals are always looking to improve productivity and efficiency without compromising safety standards.

Why not write an article on how the industry can improve productivity, eliminate bottlenecks, decrease costs and implement new technology?

You can then talk about solutions to these issues, which is an opportunity to talk about equipment and services that your company supplies.

Q: What's the format for images?

The minimum specification for images (i.e. jpg file) is 300dpi, or 118 pixels/cm, for an image about postcard size (i.e. 10cm x 15cm). If you are not sure how to check the specs:

- > open the image (i.e. jpg file)
- > click 'File'
- > click 'Properties'