



BAILIWICK
PUBLISHING

CONNECT

EDITORIAL GUIDE



CONNECT Editorial Guidelines

Editorial in each edition of Connect can be broken down into the following sections:

CONNECT'S OWN

- Lead story (2000 words)
- Unplugged (2000 words)
- Publici (1500 words)
- No Ordinary Day Job (1250 words)
- If I was Elected: (500 words)

These articles are conceived, written and produced by Connect, and although anyone can suggest ideas, there is no opportunity to sponsor them, link them to advertising or pay for inclusion.

SUPPLIED

Supplied editorial is a very valuable aspect of Connect, and falls into the following categories:

ANALYSIS

These articles are supplied by contributors, as part of an agreed advertising support package, and will form part of the regular Special Reports such as Insurance and Pensions, Trusts or Banking. Writers are required to work within the below parameters, and all copy is subject to amendment by Connect's Editor.

The purpose of these articles is to provide interesting and

thought provoking analysis on a pertinent issue or recent development, rather than to act as a straightforward promotional vehicle. The rule-of-thumb here is 'issue first, promotion second'; these articles will be presented as 'thought leadership', and as such should add to our knowledge or understanding of an interesting issue:

Format – Word document

Layout - Where relevant, please supply fact boxes, charts etc. as well as text

Strict Word Count – 1000 words

Photos – Please supply at least one high-res JPEG photo which is free for Connect to use

Author – Please clearly name the author and their title

Headline – Please supply. No more than 5 words.

Standfirst – Please supply a short (no more than 50 words) introduction, which includes the author's name and title

Deadline – Copy must be received before the stated deadline, in order to give Connect time to read it and potentially ask for amendments if necessary. The deadline is absolute, and copy received after it may not be used.



CONTACT US
Bailiwick Publishing
PO Box 848
St Helier
Jersey
JE4 0XA
Telephone: 01534 887740

BAILIWICK PUBLISHING ONLINE
www.bailiwickpublishing.com

EDITOR
James Filleul
editor@bailiwickpublishing.com

ADVERTISING
Julie Todd
sales@bailiwickpublishing.com
Telephone: 07781 116713

SUBSCRIPTIONS
subscriptions@bailiwickpublishing.com

DESIGN AND PRODUCTION
studio@bailiwickpublishing.com
Arkwork under 10Mb in size may be sent to this address.

Connect can be downloaded at
www.jerseychamber.com

REVIEW

Outside of the Special Reports, Connect gives contributors the opportunity to give a detailed commentary on a subject which they believe will be interesting to our readership, or important for them to know/understand. These articles are supplied as part of an agreed advertising support package. Writers are required to work within the below parameters, and all copy is subject to amendment by Connect's Editor.

The purpose of these articles is to provide interesting and thought provoking commentary on a pertinent issue or recent development, rather than to act as a straightforward promotional vehicle.

Format – Word document

Layout - Where relevant, please supply fact boxes, charts etc. as well as text

Strict Word Count – 750 words

Photos – Please supply at least one high-res JPEG photo which is free for Connect to use

Author – Please clearly name the author and their title

Headline – Please supply. No more than 5 words.

Standfirst – Please supply a short (no more than 50 words)

introduction, which includes the author's name and title

Deadline – Copy must be received before the stated deadline, in order to give Connect time to read it and potentially ask for amendments if necessary. The deadline is absolute, and copy received after it may not be used.

FEATURES

Providing an effective promotional platform is an important part of Connect's remit, and as well as traditional display advertising, we also offer promotional features in order to deliver that. These features are supplied by contributors, and will normally be printed exactly as supplied, although the Editor does have the final say on inclusion. They will be marked 'Promotional Feature' and will need to meet the following requirements:

Format – Word document

Layout – As supplied

Strict Word Count – 500 words

Photos – Please supply at least one high-res JPEG photo which is free for Connect to use

Author – Please clearly name

the author and their title

Headline – Please supply. No more than 5 words.

Standfirst – Please supply a short (no more than 50 words) intro, which includes the author's name and title

Deadline – Copy must be received before the stated deadline. The deadline is absolute, and copy received after it may not be used.

REGULAR COLUMNS:

Day in the Life – supplied by a contributor, as part of an agreed support package. Needs to be in a Q & A format, and is subject to editorial amendment. Example questions to answer are:

1. What is the first thing you do when you wake up?
2. How does your working day begin?
3. What keeps you busy?
4. Do you take a break?
5. How do you relax?

Format – Word document

Strict Word Count – 500 words

Photos – Please supply at least one high-res JPEG photo which is free for Connect to use

Author – Please clearly name the author and their title

Deadline – Copy must be received before the stated deadline. The deadline is absolute, and copy received after it may not be used.

Woman in Business – an article supplied by a contributor, as part of an agreed support package, and is subject to editorial amendment. This is a personal profile, rather than a description of their business or issue analysis.

Format – Word document

Layout – As supplied

Strict Word Count – 500 words

Photos – Please supply at least one high-res JPEG photo which is free for Connect to use

Author – Please clearly name the author and their title

Headline – Please supply. No more than 5 words.

Standfirst – Please supply a short (no more than 50 words) intro, which includes the author's name and title

Deadline – Copy must be received before the stated deadline. The deadline is absolute, and copy received after it may not be used.

Linkedto - supplied by a contributor, as part of an agreed support package. Needs to be in a Q & A format, and is subject to editorial amendment. This feature is positioned as a quick fire interview, and example questions to answer are:

1. How did you get into your current job? Why?
2. What keeps you interested in it?
3. What are you like to work for / with?
4. How would you describe your working style?
5. Where is your career going next?
6. If you weren't doing it, what would you like to be doing?
7. What's the best advice you've ever been given?

Format – Word document

Strict Word Count – 500 words

Photos – Please supply at least one high-res JPEG photo which is free for Connect to use

Author – Please clearly name the author and their title

Deadline – Copy must be received before the stated deadline. The deadline is absolute, and copy received after it may not be used.



CONTACT US
Bailiwick Publishing
PO Box 848
St Helier
Jersey
JE4 0XA
Telephone: 01534 887740

BAILIWICK PUBLISHING ONLINE
www.bailiwickpublishing.com

EDITOR
James Filleul
editor@bailiwickpublishing.com

ADVERTISING
Julie Todd
sales@bailiwickpublishing.com
Telephone: 07781 116713

SUBSCRIPTIONS
subscriptions@bailiwickpublishing.com

DESIGN AND PRODUCTION
studio@bailiwickpublishing.com
Arkwork under 10Mb in size may be sent to this address.

Connect can be downloaded at
www.jerseychamber.com



About Bailiwick Publishing

Bailiwick Publishing provides authoritative, credible and entertaining print and digital publications.

The company works particularly closely with key authorities and associations such as Chamber of Commerce, local government and industry decision makers, and can produce content that can be anything from entire websites and magazines to smaller brochures and one-off publications.

Bailiwick Publishing's key personnel are seasoned media professionals who have worked through a communications landscape that has seen them witness a media revolution taking them from Flick to Click.

The company produces content that is truly engaging, design that is show stopping and the team possess a passionate belief that traditional and new media can complement each other in the new digital age.

Connect can be downloaded at
www.jerseychamber.com

TERMS & CONDITIONS

The publisher reserves the right to refuse, omit, suspend, change the position of any advertisement accepted for insertion or re-write submitted editorial. All advertisements are accepted on the undertaking that the description of goods is true and accurate within the meaning of the Trade Descriptions Act 1968. Bailiwick Publishing will not be held responsible for any printing errors arising from the late arrival of copy. If copy is not supplied in time for press, last copy used will be inserted. If no copy is available, no copy will be inserted but advertiser will still be charged. No positional guarantee can be given for loose inserts. CDs, colour proofs or other material supplied for the purpose of an advertisement are supplied at the advertiser's own risk and the publisher will bear no responsibility for any damage hereto or from any further consequent loss. The publisher reserves the right to destroy CDs, colour proofs and any other material, of whatever nature, after a period of three months, from the date of the last insertion of an advertisement utilising such artwork and other material. Payment of accounts shall be made not later than fourteen days from date of invoice. Thereafter, a 5% charge will be added each day the account remains unpaid.