

IEMA TRANSFORM

The magazine for environment and sustainability professionals

FEATURES GUIDELINES 2025

1 Feature content and style

- The word count limit is 600 words of text for a single page article, 1,100 for two-page articles. If illustrations are included in your article, the word count will need to be reduced by 100 words per illustration. Longer articles may be considered for publication in the magazine. In some instances, longer articles may be published in full on the website.
- Authors are actively encouraged to supply additional elements where possible, and to include breakout boxes and 'further reading' information to add variety, pace, and interest for the reader. Illustrations, such as graphs, diagrams, sidebars, or photographs are also encouraged. Please remember to state the source for data supplied in tables, graphs etc.
- Authors are encouraged to include 'active voice' elements in their articles, such as quotes from relevant sources, or the inclusion of case studies, and to look at alternative ways of presenting the information.
- Authors should adhere closely to these guidelines to avoid significant revisions to their articles or delays in the editing process.
- Authors must ensure FINAL copy has passed all internal PR/Comms and authorisation processes BEFORE submission for publication.

PLEASE NOTE: articles submitted should NOT be advertorial nor viewed as a corporate branding opportunity. Sponsored content and advertising options are available upon request.

2 Timing and copy deadlines

- An outline of the proposed article should be sent to the editor. The minimum copy date is six weeks before publication. Any information that may be time-sensitive must be highlighted and, if later edits are required, the author should liaise with the editor to ensure the most up-to-date information appears.
- Failure to meet copy deadline may result in a feature not being published or being postponed until a later issue. However, please ensure also that the version submitted by the deadline is complete, with all revisions made, as this is the one that will be taken forward. Any 'final edit' versions sent after the deadline risk being rejected.
- Authors are encouraged to target contributions to *TRANSFORM's* published list of forthcoming issue themes and deadlines. However, these themes are not exclusive, and the magazine covers a range of content each issue to cater for its readership across different sectors.

3 Authors' details

- When submitting articles, authors should provide the following:
 - Full contact details including telephone, mobile and email
 - A photo of each author to accompany the article
 - A suggested by-line for each author
 - A suggested title for the article.

4 Format

- Text must be sent in electronic format (preferably Word or compatible) by email.

5 Illustrations/charts/graphs

Illustrations should be sent in the following formats:

- Tables to appear in the article should be included as part of the electronic file.
- Diagrams to appear in the article should be included as part of the electronic file and should also be sent as separate electronic file (i.e. source data) (e.g. Excel) plus hard copy (PDF, mail).
- Graphs to appear in the article should be included as part of the electronic file and should also be sent as hard copy (PDF, mail). Please supply the raw data used to create the graph (to ensure that the graph can be recreated if necessary) as a separate electronic file.
- Photographs should be sent in electronic format such as large file (i.e. over 2Mb), high-resolution (300 dpi) jpegs. Images captured from the Internet are not suitable for print purposes.
- Author photos: please provide a suitable face-on, portrait-style image. These should be taken in good light (preferably daylight) with the light source behind the photographer, against a plain background. Large file, high-res images are required.
- Please confirm that permissions have been obtained for any pictures you intend to use which may be subject to copyright or require permission for publication. Where necessary we will use an alternative illustrative image of our choice.

6 Copyright / legal

- IEMA retains copyright of the article, and therefore exact reproduction of the article as published (whether in print or on the web) is not possible without prior consent from IEMA. By submitting your article, you are understood to be allowing us to publish the article in *TRANSFORM* magazine and (permanently) on the magazine's website - transform.iema.net
- All views expressed by the author(s) remain the responsibility of the author. *TRANSFORM* magazine and the publishers accept no responsibility for views expressed in articles.
- All articles are understood to be contributed free of charge. For the avoidance of doubt, *TRANSFORM/IEMA* will make no payment for articles. Professional freelance journalists should contact the editor in writing to discuss/agree terms and conditions before submission of content.

7 Web-exclusive content

- Due to the high volume of articles we receive, we may publish some articles as ‘web-only’ exclusive features. Web-exclusive features are widely read, and we view them as a vital part of our magazine.

Please note that we are unable to guarantee publication of articles in the print edition of the magazine. We will also use the web option for articles that do not conform to our word-count guidelines.

8 Publication

- Due to the substantial number of submissions we receive, we cannot guarantee publication of any article, either in advance of receiving it, or once it has been submitted. We also cannot guarantee publication in a specific issue.
- Text word count will be reduced if any article is too long, and changes to the text may be made to conform to the style of the magazine. Every effort will be made to maintain the sense of the original text; authors will be consulted on any material alterations relating to technical content.
- Authors should pay particular attention to clarity and readability. Submissions that require heavy editing are less likely to be published.

9 By submitting content for publication you confirm that:

- You (and/or other named contributors) are the sole author(s) of the content submitted.
- The content you submit is original and has not previously been published (unless you specifically advise us to the contrary and is accepted).
- You have not previously licensed the use of the content you submit.
- As far as you are aware, the content submitted will not infringe any third-party rights, be defamatory or in any way illegal.

QUICK TIPS – When planning your article

1. *TRANSFORM*'s readership is highly knowledgeable within the environmental and sustainability sectors, so please try to avoid lengthy/overgeneralised introductions. Get straight to the point and make best use of your wordcount.

2. Be precise, factual, and informative - backed up with official stats if possible. Charts and graphs are welcome with all sources supplied. References will be published in the online versions of your article ONLY.

3. Consider the length of your article. If the topic is too large - focus on one or two aspects to make your case. We are happy to assist/advise on structure where necessary.

If you require any further information, please do not hesitate to get in touch.

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