

General Guidelines

- Articles should be submitted as **Word documents (not PDFs)**.
- Please make sure all articles are **submitted on or before the date agreed** with the Comms team.
- For the magazine, some articles may not be published in the next planned edition of the magazine but instead held back for future editions. This is not a comment on the piece itself, but rather an editorial planning decision.
- All articles are subject to editor approval. We will work with you to make sure it is the right tone, length and focus our communications. Your piece may then be further edited for it to fit within the style required.
- If you have accessibility issues around submitting written copy, please contact magazine@archerygb.org.

Content Guidelines

- We are looking for content that offers **practical advice or thoughtful takeaways**, rather than a direct report of what happened.
 - o For example, if a club did something brilliant, we would like the article to be about how and why they did it, what the pitfalls were and what was the brilliant outcome. Rather than a match report, we want to hear what the participants of a particular competition or event learned/gained from taking part.
 - o This type of human interest-focussed content offers the reader a greater chance to engage with the story and to learn something from it.
 - o For examples of the type of content we are after, please have a look at the following articles:
 - [Summer 2022, pp 46-47: Club Spotlight - Colwyn Bowmen](#)
 - [Winter 2021, pp 90-91: Setting Up New Indoor Range](#)
 - [Spring 2021, pp 38-41: What's Your Bowstyle?](#)
- Word length for a single page article should be **between 400-600 words** and for a two-page spread **between 800-1200 words**. Longer is welcome if agreed with the Comms team in advance.
- If you are using names of people from your club, please check with each person that they are happy for you to do so *before* submitting.
- We are happy for you to include small biography or some information about your business/organisation at the end of your article, but please note that it may not be included in the published piece.
- For each article submitted, please include the following:
 - o The date it the event took place
 - o A reason for hosting the event
 - o How many people attended and what was the demographic
 - o The outcome the event
 - o Any future events planned
 - o At least 1 one quote each from an attendee and an organiser

Editorial Guidelines

- Please only use a **single space after a full stop**.
- Only apply basic formatting to your article: **bold** and *italicised* words, and simple paragraph breaks.

- If you use acronyms or initials, please write the name out in full for the first instance and then use the acronym for all following uses.
- Should you refer to another person in your article, please include their full name and their title/job role.
- It is important that you supply the **pronouns of yourself and anyone you mention** in the article. They do not have to be included in the article but can be added to the end as a note or in the covering email. More information on pronouns can be found [here](#).

Photo Guidelines

- Please send photos as **JPEG images** – other file types will not be accepted.
- Please make sure the images are of a high-resolution. They need to be sharp and clear, but most importantly, they need to be interesting. We want them to draw the eye and make the reader go 'wow!'.
- Please always ask before taking a photo of someone and explain to them where it is and isn't going to be shared. If you are taking a photo of a Junior member, please read the [Archery GB guidance regarding photographing/filming young people in sport](#), ask permission from their responsible adult, and fill out the permission form, which can be found [here](#). A copy of this form must be provided with all Junior member photographs.



A Guide to Writing for Archery GB

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If you wish to discuss the concept of your article before writing, or would like some advice/help, please email the editor at magazine@archerygb.org