

	Features team: features@the-actuary.org.uk	
	<i>Features Editor:</i> <i>Tracey Brown</i> Tel: +44 (0) 20 7432 3071 Fax: +44 (0) 20 7432 0632	<i>Deputy Features Editors :</i> <i>Jean Eu</i> Tel: +44 (0) 20 7173 3281 <i>Adam Jorna</i> Tel: +44 (0) 1737 37 5224

Writing articles for *The Actuary*

1 Feature content and style

- 1.1 Most feature articles that appear in the magazine occupy one or two pages, although longer articles will be considered.
- The word count limit for a single page article is 750 words of text. Please note that if you include illustrations (see below for examples) in your article, the word count will need to be reduced by 100 words for each illustration used.
 - The word count limit for two page articles is 1,400 words of text. Please note that if you include illustrations (see below for examples) in your article, the word count will need to be reduced by 100 words for each illustration used. Longer articles are sometimes considered for publication in the magazine. In some instances, additional text from longer articles may be published in full on the website.
 - Authors are actively encouraged to supply these 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.
 - Authors should adhere closely to these guidelines to avoid significant revisions to their articles or delays in the editing process.
 - 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, for example, articles structured as a Q&A or a 'for and against' debate.
 - It should be borne in mind that around 40% of The Actuary's 20,500 readership is based outside of the UK and therefore any relevant international perspective that can be included is welcome.

2 Timing and copy deadlines

- 2.1 The author and features editor should discuss approximate content and precise deadlines before article submission. Generally, the minimum copy date is seven weeks before publication. *The Actuary* is published on the last Thursday of the month preceding cover date. Please highlight any information in the article that may be time-sensitive and, if later edits are needed, liaise with the features editors to ensure the most up-to date information appears.
- 2.2 Please note that failure to meet copy deadline may result in a feature not being published or being postponed until a later edition of the magazine.

3 Authors' details

3.1 When submitting their articles, authors should provide the following:

- details of their email and correspondence address;
- a photo of each author to accompany the article (*see advice below*);
- a suggested by-line; and
- a suggested title for the article.

4 Format

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

5 Illustrations

5.1 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, fax).
- 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, fax). 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 (e.g. over 1Mb), high-resolution (300 dpi) jpegs. Images captured from the Internet are not suitable for print purposes.
- For 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. Again, large file, high-res images are required. Smiling doesn't hurt either.
- Please could you 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

6.1 Authors retain copyright on the text of their article. *The Actuary* retains copyright on the 'typographical arrangement' – i.e. formatting – 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 *The Actuary*. By submitting your article to us, you are understood to be allowing us to publish the article in *The Actuary* magazine and also (permanently) on *The Actuary* magazine's website.

- 6.2** All views expressed by the author(s) remain the responsibility of the author. *The Actuary* magazine and the publishers SIAS accept no responsibility for views expressed in articles.
- 6.3** All articles are understood to be contributed free of charge. For the avoidance of doubt, *The Actuary* will make no payment for articles other than as may have been expressly agreed in writing before submission.

7 Web exclusive publications

- 7.1** Due to the high volume of articles we receive, we may publish some articles as 'web-only' exclusive features. These features are given priority billing in *The Actuary's* monthly email alert which goes to over 18,200 subscribers, and are also featured in the contents page of the magazine. Our research shows that web-exclusive features are widely read and we view them as a vital part of our magazine. Please let us know if you would prefer not to have your article published as web-only, by highlighting this to the features editors on the submission of your article. However, please note that we are unable to guarantee publication of articles in the print edition of the magazine. Alternatively, if you would prefer that your feature is included on the web only then please let us know.

We will also use the web-publishing option for articles that do not conform to our word-count guidelines.

8 Important note

- 8.1** Due to the large 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.
- 8.2** Cuts to text will be made if an 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.
- 8.3** Authors should pay particular attention to clarity and readability. Submissions that require heavy editing are less likely to be published.

9 Style

- 9.1** Things you already know about good writing style:

- Proofread carefully to see if you any words out;
- Avoid clichés like the plague. (They're old hat.);
- Also too, never, ever use repetitive redundancies;
- Be more or less specific;
- Parenthetical remarks (however relevant) are (usually) unnecessary;
- Eschew ampersands & abbreviations, etc;
- The passive voice is to be avoided;
- What does 'this' refer to? This is not clear. Qualify.

- Double-check spelling of words which may slip through spellcheckers (manger instead of manager, morality instead of mortality?).

9.2 Words you already know should be generally avoided:

<i>very</i>	<i>significant</i>	<i>issue</i>	<i>level</i>
<i>real</i>	<i>impact (as a verb)</i>	<i>key</i>	<i>drive, driver (*)</i>

(*) *unless you're writing about cars, golf, or Star Trek*

... although inclusion of the phrase 'the very significant level of real issues impacting on key drivers' may win you an exciting prize.

9.3 Recommended style and English usage guides:

- *The Economist Style Guide*
- *Fowler's Modern English Usage*
- *Grammar and Style* by Michael Dummett (Duckworth)
- *Mind the Gaffe* by RL Trask (Penguin)