



### **Editorial Guidelines**

The following notes are provided to assist contributors to provide articles and editorial matter that is compatible with the concept and nature of the publication, will be useful to the reader and encourage feed-back to the contributor.

*The Diplomatic and Consular Yearbook* has been produced for 30 years and serves as an essential reference work for Ambassadors to The Court of St James's, High Commissioners to the United Kingdom and other Envoys as well as all those associated with the Embassies and Consulates located in the United Kingdom.

It is a book of two halves, one half carrying purely factual information about the Diplomatic Community and the other structured around a series of features covering topical and, in many cases, contentious issues of the day. The features are based on a mixture of fact, opinion and speculation but are essentially non-political.

Each feature is headed by a key Diplomatic or public sector figure who tends (though not invariably) to put the "party" line. Other contributions are sought from relevant persons within the business, social and public arenas, those who are likely to have a valid contribution to make on a given topic, whose opinions will be valued in a debate or can be of real assistance to the overseas Diplomat in London.

So whilst editorial contributions must, of necessity, have a commercial value for the contributor, it is unwise to restrict a contribution to a corporate "puff". It is important to give the reader, who is sufficiently sophisticated to recognise an "advertorial", valid cause to "read on". The following notes are for guidance only:-

- Try to concentrate on topical subjects but bear in mind that the book has a 1 year shelf life
- Do not offer solutions without outlining the problem
- Discuss the problem in "market" or broad terms
- The audience is a powerful one and it is appropriate to use the editorial space for (non-political) lobbying
- Use a powerful headline, descriptive of the content
- Break the editorial, where possible, with sub heads
- Where practical back expressed opinion with documented fact
- Provide a clear author's by-line with job title, company name and contact details

Additional assistance can be given by our in-house editorial staff. Do not hesitate to call if we can help but do bear in mind that our editorial staff are not experts in your field.

When submitted our Sub Editor will check the editorial and in some cases suggest changes or improvements. In the interests of accuracy we shall provide a proof of the edited version. It is therefore important that you provide a contact name together with contact e-mail address and fax number.

**BLAKE**

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