

THE MANUFACTURER

Editorial Guidance for Client Contributions

1. Title & Standfirst

- **Title:** Up to 8 words (concise, informative).
- **Standfirst:** Up to 25 words, summarising the article's focus. Include key phrases for SEO without overusing them.

2. Author Information

- **Name, Job Title, Organisation**
- **Headshot:** High-resolution head-and-shoulders (JPEG).
- **Short Bio:** Up to 30 words, may include one contact detail (email, LinkedIn, etc.).
- *Note: We reserve the right to edit the bio for clarity or space.*

3. Tone & Style

- **Approach:** Adopt a thought-leadership style, present genuine insights or expertise rather than overt sales messages.
- **Avoid Superlatives:** Terms as 'world-leading', 'best-in-class', etc. can undermine credibility.
- **Clarity:** Minimise jargon; explain technical terms where necessary.

4. Word Count

- **Online Articles:** 800–1,000 words.
- **Print Advertorials:** 1,000–1,200 words.

5. Structure

- Explain why the topic is timely and relevant.
- Present your specialist knowledge, offer practical advice (e.g. '5 steps to...') and include relevant case studies where possible.
- Use clear subheadings and concise paragraphs to aid readability and SEO.
- Summarise key takeaways and next steps for the reader.

6. Supporting Images

- **Format:** JPEG at **1024 × 712px** (online) or **300 dpi** (print advertorial).
- **Captions:** Up to 20 words, with image source credit (e.g. "Image source: Author's own").
- **Design:** Avoid branded imagery to keep the content neutral & non-promotional.

7. Call to Action (CTA)

- Encourage engagement by adding hyperlinks within the online article (e.g. to credible sources or further resources) or a QR code for print advertorials.

8. Submission & Revisions

- **Final Copy:** Submit content in a "go-live" state, having completed all internal reviews.
- **Editorial Edits:** We reserve the right to make minor adjustments to align with our house style.

9. Example Reference: [5 ways manufacturing digital solutions can improve your financial efficiency.](#)

The Manufacturer reserves the right to edit copy to ensure alignment with house style and maintain editorial independence.