

# Magazine Editorial Guide

**'Your Business' is the official publication of the Ayrshire Chamber and has been established for more than 20 years.**

It's recognised as a useful medium for the local business community to share their stories and activities. There are four publications per year with **1000 printed copies** distributed across Ayrshire. The magazine is also shared across social media to our 18000+ followers, and is available online via magazine platform **Issuu**.

## Helpful Guidelines

- Keep it simple and informative. 250 words maximum.
- Please write it in the third person with quotes in the first person, if applicable.
- You don't need to include too much detail, if the reader is interested to find out more they will. Please also include your web address if you have one.
- Try to grab the readers' attention in the first paragraph, make them want to read the rest of your submission.
- Include an image with your editorial, as a separate file. A large hi-resolution jpeg file works best as enlarging a small file results in the picture pixelating and that never looks good!

## Important Dates

Issue	Editorial & Advert deadline	Distribution begins w/c
<b>SPRING</b>	12pm, 6th Mar	25th Mar
<b>SUMMER</b>	12pm, 22nd May	10th Jun
<b>AUTUMN</b>	12pm, 21st Aug	9th Sept
<b>WINTER</b>	12pm, 13th Nov	2nd Dec

**PLEASE NOTE: All editorial submitted is subject to editing and there is no guarantee of inclusion. Deadline dates are subject to change. Editorial that is not included in the magazine will be shared as an article on LinkedIn.**

## Editorial Starters

Have you recently formed a new partnership, reached a business milestone, picked up an award or been nominated for one, celebrated a business anniversary, secured new premises or introduced new products/services...**We'd love to hear!**