

HOW TO GUIDE

THE RETAILER





HOW TO GUIDE – THE RETAILER

This document details how BRC Members can contribute to our online publication [The Retailer](#).

The Retailer features articles from the BRC and our members and is one of the many benefits of BRC Membership. If you have any questions relating to a submission to The Retailer please contact theretailer@brc.org.uk

IMPORTANT NOTES

Please note we are continually working to improve The Retailer.

The submission dates and process for 2019-2020 edition have been slightly amended so please read carefully

- Please ensure your article is retail-focused and imparts knowledge, insight or expertise and is not an advertorial or overt sales piece for your company.*
- We reserve the right to return your article for re-editing and/or not publish your article.*
- Finally, to ensure that all our members can take advantage of an article in 'The Retailer', companies cannot feature in two consecutive editions.*



HOW TO GUIDE – THE RETAILER 2019- 2020

Here are a few notes to help you with your submission

Please consider the deadlines on the following page

SYNOPSIS

To ensure each edition covers a wide variety of topics, we require a synopsis of the article you wish to write. Word count approx. 200 words . If you have submitted a synopsis to an earlier edition but decided to delay to the next edition, please re submit your synopsis.

ARTICLE SUBMISSION

Once the BRC has confirmed that the synopsis for your article has been accepted, we recommend that you start early with preparing your article to ensure that you can submit by the strict deadline. Article submission deadlines can be found on the submission calendar on the next page. We will send a reminder email a week before the article submission deadline.

Please refer to the copy requirements on the last page of this document to ensure you are sending all the relevant information and attachments by the deadline.

ARTICLE PUBLICATION

You will be sent a proof of your article the week before publication. We will require any small amends within 48 hours to ensure they are reflected in the publication.

An email with the link will be sent to all BRC Members. Articles will also be shared via BRC social media channels and as a News Story on the BRC website.



THE RETAILER 2019 – 2020

SUBMISSION CALENDAR DEADLINES

Spring 2019	Summer 2019	Autumn 2019	Winter 2019 – 2020
Synopsis: 18.3.19 Article: 15.4.19 Published: WC 06.05.19	Synopsis: 10.06.19 Article: 08.07.19 Published: WC 05.08.19	Synopsis: 06.09.19 Article: 04.10.19 Published: WC 21.10.19	Synopsis: 23.11.19 Article: 17.01.20 Published: WC 10.02.20



COPY REQUIREMENTS – FULL ARTICLE

The following word counts must be strictly adhered to:

- Headline (10 words max)
- Authors name, job title, company name & high-resolution image (in jpeg format)
- Contact details for author (40 words max)
- Subhead line (20 words max)
- Central copy (850 words min – 900 words max)
- Images / infographic (please send **at least one** image or infographic to accompany your article, in high res jpeg format)
- 2 x text breakout box (20 words each max or replace one or both breakout boxes with high resolution images)
- Company Logo (in high resolution jpeg format)
- Please feel free to provide any links to reports, webpages, blogs in your article

Please send the above together **in one email** to theretailer@brc.org.uk.