



# HOW TO GUIDE

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THE RETAILER

Winter 2019- Autumn 2020

**BRC**



## 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](mailto:theretailer@brc.org.uk)

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### IMPORTANT NOTES

- ❑ Please note we are **continually working to improve** The Retailer and will keep you updated with any changes to the process of submitting.
- ❑ The **submission dates** may slightly amended so please visit the [BRC website](#) to download the most recent version of this guide.
- ❑ 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.
- ❑ Members can contribute to **two editions per year**. 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.

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

### ARTICLE PUBLICATION

You will be sent a proof of your article the week before publication. We will require any small amends to be marked up on the PDF and returned within two working days to ensure they are reflected in the publication.

An email with the link to the publication will be sent to all BRC Members on the publication date. The magazine 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

PLEASE NOTE AND ADHERE TO THE FOLLOWING DEADLINES, IF YOU HAVE ANY QUESTIONS PLEASE CONTACT [THERETAILER@BRC.ORG.UK](mailto:THERETAILER@BRC.ORG.UK)

Winter 2019 – 2020	Spring 2020	Summer 2020	Autumn 2020
Synopsis: 25.11.19	Synopsis: 16.3.20	Synopsis: 08.06.20	Synopsis: 07.09.20
Article: 17.01.20	Article: 15.4.20	Article: 06.07.20	Article: 05.10.20
Published	Published	Published	Published
W/C 10.02.20	WC 11.05.20	WC 03.08.20	WC 26.10.20



## COPY REQUIREMENTS – FULL ARTICLE

PLEASE ENSURE ALL ELEMENTS ARE SENT ALONG WITH YOUR FULL ARTICLE.

The following word counts must be strictly adhered to:

- Headline (10 words max)
- Subhead line (20 words max)
- Central copy (850 words min – 900 words max)
- 2 x text breakout box (20 words each max or replace one or both breakout boxes with high resolution images)
- Authors name, job title, company name & high-resolution image (in jpeg format)
- Contact details for author
- Images / infographic (please send **at least one** image or infographic to accompany your article, in high res jpeg format)
- 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](mailto:theretailer@brc.org.uk).