

# HOW TO GUIDE

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THE RETAILER





## HOW TO GUIDE – THE RETAILER

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

If you have any questions relating to a submission, 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.
- 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.



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Here are a few notes to help you with your submission

### SYNOPSIS

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

### ARTICLE SUBMISSION

Once the BRC has confirmed your synopsis has been accepted, we recommend that you start early with preparing your article to ensure that you can submit by the 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.

### ARTICLE PUBLICATION

You will be sent a proof of your article the week before publication. We 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, as well as individual articles, will also posted on the BRC website and shared via BRC social media channels.



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### COPY REQUIREMENTS – FULL ARTICLE

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

The following word counts must be adhered to:

- Headline (10 words max)
- Subhead line (20 words max)
- Central copy (850 words min – 900 words max)
- 2x text breakout box (20 words each max or replace one or both breakout boxes with high resolution images)
- Authors name, job title, company name and 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).



## PUBLICATION DATES 2020/21

### Winter 2021:

- Synopsis deadline: Monday 14 December
- Article deadline: Monday 18 January '21
- Publication date: w/c 15 Feb '21

### Spring 2021:

- Synopsis deadline: Monday 15 March '21
- Article deadline: Monday 12 April '21
- Publication date: w/c 10 May '21

### Summer 2021:

- Synopsis deadline: Monday 14 June '21
- Article deadline: Monday 12 July '21
- Publication date: w/c 9 August '21