HOW TO GUIDE

THE RETAILER

BRC

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

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.

BRC HOW TO GUIDE – THE RETAILER

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. Please submit your synopsis via our [online form](#) .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.

COPY REQUIREMENTS – FULL ARTICLE

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

- ❑ Headline (approx. 10 words)

- ❑ Subhead line (approx. 20 words)

- ❑ Central copy (850 – 900 words max)

- ❑ 2x text breakout box (approx. 20 words each max or replace one or both breakout boxes with high resolution images)

- ❑ Author's name, job title, company name

- ❑ Author 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-res jpeg format)

- ❑ Any links to reports, webpages, blogs in your article (optional)

Please ensure you have all of the above before completing and submitting the [online form](#)

PUBLICATION DATES 2023

Winter 2023:
- Synopsis deadline: Monday 12 December '22
- Article deadline: Monday 16 January '23
- Publication date: w/c 6 February '23

Spring 2023:
- Synopsis deadline: Monday 13 March '23
- Article deadline: Tuesday 11 April '23
- Publication date: w/c 8 May '23

Summer 2023:
- Synopsis deadline: Monday 12 June '23
- Article deadline: Monday 10 July '23
- Publication date: w/c 7 August '23

Autumn 2023:
- Synopsis deadline: Monday 11 September '23
- Article deadline: Monday 9 October '23
- Publication date: w/c 6 November '23

Example layouts for The Retailer

Layout 1 (top left):

Headline (approx. 10 words)

Author image, name, job title and company name

Subhead line (approx. 20 words)

Central copy (850 900 words max)

text breakout box (approx. 20 words)

text breakout box (approx. 20 words)

image, graphic or info graphic

Author name and contact info

Logo

Layout 2 (top right):

Headline (approx. 10 words)

Author image, name, job title and company name

text breakout box (approx. 20 words)

Subhead line (approx. 20 words)

Central copy (850 900 words max)

image, graphic or info graphic

Author name and contact info

Logo

Layout 3 (bottom left):

Headline (approx. 10 words)

Author image, name, job title and company name

Subhead line (approx. 20 words)

Central copy (850 900 words max)

text breakout box (approx. 20 words)

Author name and contact info

Logo

image, graphic or info graphic

image, graphic or info graphic

Layout 4 (bottom right):

Headline (approx. 10 words)

Author image, name, job title and company name

text breakout box (approx. 20 words)

Subhead line (approx. 20 words)

Central copy (850 900 words max)

Author name and contact info

Logo

image, graphic or info graphic

text breakout box (approx. 20 words)