SUPPLIER NEWS ARTICLE GUIDE

ARCHITECTURE & DESIGN

1.
EMAIL PRESS RELEASE

2.
WE PUBLISH ON A&D

3.
WEB VISITS AND BUSINESS LEADS

WHY SUBMIT AN ARTICLE?

Chances are, if someone lands on these pages, they're thinking about purchasing a product or service you provide.

Better quality articles and more of them online = better results.

WHO DO YOU WANT TO SPEAK WITH?

Architecture & Design readers include **architects**, **designers**, **builders**, **developers** and **specifiers**.

They want to learn about **new product**s, **services** and find inspiration in **case studies** describing real **solutions**.

WHAT WORKS BEST?

✓ **A new product or service –** focus on key features and benefits

✓ **Case studies about products and services –** stories that show a product or service being used effectively or innovatively

✓ **Company news –** awards and achievements, new projects, solutions, R&D, distribution deals, upcoming events and trade shows, promotions

✓ **Solutions-based articles –** showcase how your product or service can solve specific problems

✓ **Industry commentary and opinion -** think hot topics, trends and technologies. Discuss changing standards and regulations

✓ **Q&A's –** profile a topic area and/or an expert from within or outside your organisation

WHAT DOESN'T WORK?

✗ **Product brochures –** a brochure for a product line should be turned into a Product Showcase or Model article

✗ **URLs/ web links –** we need words/copy plus an image in order to publish

✗ **Old products or old news –** if it's not timely or new, it's not newsworthy

✗ **Non-narrative/story format –** don't send raw research findings, product specs, information or dot points

KEY SUBMISSION DETAILS:

Email copy (200 to 600 words) in Word or PDF + at least 1x image (maximum 5 MB in size)

Timing/Scheduling: if accepted, most articles will be published within a week of being received. We are unable to process more than one article for each client per day.

SEND SUBMISSIONS TO:
pressrelease@architectureanddesign.com.au

TIPS & HINTS FOR SUBMITTING SUCCESSFUL SUPPLIER NEWS

✓ **FORMAT:** All PR or emails must come in a format that can be edited (e.g. a word doc, PDF and/or text within the email)

✓ **WORD COUNT:** Between 100-600 max words. Paragraphs followed by dot points work best online.

✓ **IMAGES:** We require one image to be sent with each press release. Ideal image ratio: 3/4 (width x height). At 1024 x 768 pixels or larger.

✓ **MAX EMAIL SIZE:** 8MB

✓ **SEND MATERIAL TO:** pressrelease@architectureanddesign.com.au

✓ **TIMING/SCHEDULING:** if accepted, most articles will be published within a week

✓ We are unable to process more than one article for each client per day

✓ If sending more than one piece of content, please attach each press release to separate emails, and mark in order of priority (e.g publish this 1st, 2nd, 3rd etc). This allows us to file and publish accordingly, and make sure that your most pressing news is not out-dated when finally published

✓ Due to the high volume of submissions, the pressrelease@architectureanddesign.com.au is read only. Please speak directly to your account manager for campaign management.

✓ **PUBLICATION NOTE:** Press releases will be assessed for relevance to Architecture & Design readers, and it is up to editorial discretion whether the submitted PR is published. Articles can NOT be sent to clients for approval before publication (See style guide for more info).

STYLE GUIDE

We implement style guidelines in order to keep a consistent look and maintain editorial consistency. An easy-to-read publication is a valuable reference tool, which will make for better sales results.

HEADLINES:
✓ Should be as descriptive and direct as possible to draw readers in. They will be changed by our editorial team as necessary for search engine optimisation (SEO)

COPY:
✓ Words provided within the text body as all CAPS or in bold are not acceptable and will be changed, although Upper Case can be used for emphasis of product/company names

  • E.G. Not accepted: DIAMOND LOUVRES, Architecture & Design

  • Accepted: Diamond Louvres, Architecture & Design

✓ Sub-heads may be bolded and/or Upper Case, at sub-editor's discretion

✓ External links are typically removed. Links to your company are provided.

✓ As each piece of news sits under a supplier listing, readers will be able to easily contact the company for more information

✓ Issues of punctuation, spelling or grammar will be decided according to our in-house style guide.