

EDITORIAL GUIDELINES

LENGTH

- We encourage a word count of 1,200 to 1,600 words to make your article as readable as possible.

STYLE AND LANGUAGE

- Write your article with a wide audience in mind. Do not use acronyms or specific terminology and jargon that might not be well known.
- Try to keep technical or academic language to a minimum. Where you have to use such language, try to include an explanation or reference for those not familiar with such terminology.
- Keep in mind: your first sentence triggers curiosity, the first paragraph sets the scene for the topic. The last paragraph ties the text together.
- Come up with a concise title. A good title is interesting but not too vague, it should contain key themes.
- Include a teaser of 50 - 100 words setting out the main topic or argument of the article.
- Include 2 - 4 short subheadings to structure your text.
- Use British spelling. For questions on grammar and language check out the following [European style guide](#).
- Use the font Arial in size 11.
- Please suggest a picture or illustration to go with the article (preferably a CC licensed picture from [Flickr](#), [Unsplash](#), [Pexels](#) or similar sources).

REFERENCING

- Insert a hyperlink at the relevant point of your argument that you would like to reference.
- Try to avoid using footnotes wherever possible and integrate material directly into the text.

BIOGRAPHY AND PHOTO

- If you have not written for us yet, please include a short biographical note (50 words maximum) and a photo head shot of yourself when submitting the article.