

The background is a solid dark purple color. It features several large, overlapping circles in two shades: a vibrant teal and a medium purple. These circles are positioned in the corners and along the edges, creating a modern, abstract design.

The APMA - Editorial Guidelines

February 2024

Guest editorial - objectives

Why are you writing this piece of content for us?

The content should be doing one or more of the below:

- Sharing of knowledge or expertise
- Explaining a topic in an easy to understand, jargon-free way
- Opinion pieces/Thought leadership on a particular topic

Guest editorial - overarching principles

- Content must be unique to The APMA
- Content should be easily accessible and jargon-free
- Content should be interesting, useful and provide value to The APMA subscribers
- Any claims or stats should be backed up by reputable sources
- It should not be overtly promotional or salesy

Guest editorial - formatting, length & visuals

- Piece can be between 500-800 words
- Use section headers and bullet points to break up text for easier reading
- Provide an image that can be used alongside - ensuring you have the right to use it, or ask Jenna to provide one
- Consider SEO when writing and make sure a handful of pertinent keywords are used throughout

Review process, legals and promotion

- Articles undergo review and possible revision before final approval
- Legal:
 - Disclose any potential conflicts of interest
 - Adhere to a strict no-plagiarism policy and comply with all legal and ethical standards, including our code of conduct
- Commitment for promotion:
 - On our homepage, across our news sections and promoted on our LinkedIn channels.
 - We would appreciate reciprocal social promotion

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Happy writing!

If you have any further questions please
contact Jenna or Kevin.