

Scottish Mountaineer

THE VOICE OF SCOTLAND'S MOUNTAIN WALKERS AND CLIMBERS

INFORMATION FOR CONTRIBUTORS 2012

Editorial (84 page: 59 page editorial / 25 page advertising)

Content	Allocation	Total Text
Front Cover	1 page	-
Bulletin Board / MCofS Details	1 page	~500 words
Contents / Editorial	2 pages	~500 words
Talking Point	2 pages	~1,400 words
Features	22 pages	~15,400 words
Guest Article	1 page	~700 words
Mountain Safety	6 pages	~4,000 words
Access & Conservation	6 pages	~4,000 words
Get Active	6 pages	~4,000 words
Members News	4 page	~2,800 words
Reader Offers	1 page	~1,200 words
Other News	3 pages	~2,100 words
Book reviews	3 page	~2,100 words
Bivvi Talk	1 page	~700 words
TOTAL	59 pages	~39,500 words

Article Size etc.

Small articles (1 page)	700 words	max 2 photos
Medium articles (2-3 pages)	1,400 – 2,100 words	max 6 photos
Major articles (3-6 pages)	2,100 – 4,200 words	min 6 / max 10 photos
Snippets	300 words	max 1 photo
NEWS articles	500 words	max 2 photos
Book Reviews	<300 words (discuss with Editor)	

Frequency and Deadlines 2012

Four (4) issues are to be published this financial year

	<i>Issue</i>	<i>Publication Date</i>	<i>Deadline to Publishers</i>	<i>Deadline to Editor</i>
February (12)	No54	February 23 rd	January 4 th	December 15 th
May (12)	No55	May 17 th	April 20 th	March 15 th
August (12)	No56	August 9 th	June 12 th	May 15 th
November (12)	No57	November 19 th	September 20 th	August 15 th

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THE EDITOR

The newsletter is compiled by the Editor, Kevin Howett. All enquiries about formats of contributions (see below) and payment, forward features and photos should be directed to the Editor: Kevin Howett

MEMBERSHIP NEWS ARTICLES

The MCofS News contributions come from the Development Officer, the Access & Conservation Officer, the Mountain Safety Adviser, The Scottish Student's Mountain Safety Officer, the Membership Development Officer & the Chief Officer. Further items are supplied by the MCofS Board Members.

ARTICLES:

The MCofS welcomes contributions from both members and non-members, amateur and professional authors. The subject can be anything related to mountaineering, climbing and hill walking, either based in Scotland or activities abroad by Scottish based mountaineers.

The MCofS has a limited budget for payment for contributions but relies on members of the MCofS to contribute to the magazine free of charge.

The MCofS will commission articles and pay a fee negotiable on an individual basis. The Editor will, at his discretion, take articles from contributors with 'advertorial' information included as a box-out in lieu of payment. Contributions are fully credited. Contributions are accepted on the understanding that they may also be placed on the MCofS WEBSITE.

Authors should also supply any drawings or photos to illustrate any article if possible although the Editor will source others or alternatives if required.

NEWS, REVIEWS and LETTERS:

Jayne Glass acts as Sub Editor and edits news external to MCofS for the 'Other News' pages. As well as Book and DVD Reviews and Letters for the Bivi Talk page. Please contact Jayne direct for these items.

PHOTOGRAPHS:

The MCofS has a limited budget each issue for payment for the use of photographs. The fee is less than available from other magazines but is negotiable on an individual basis. Any agreed fee for use of photos will also include their use on the MCofS website pages.

FRONT COVER

Submissions for the front cover are particularly sought after and will receive a higher fee. They should have space for the Mast Head and title headings.

INFORMATION FOR CONTRIBUTORS 2012

Editorial Copy Formats (84 page: 59 page editorial / 25 page advertising)

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The text is edited and supplied to the printers for page setting and publication by the Editor. It is important that all original contributions follow the following guidelines.

Style and format of editorial contributions

Typed: on disc / Email, in Microsoft Word (.doc) or .rtf format or -
 on paper, single spaced, single sided A4

Supply only as text in the following style:

'12pt' font size
Justified left
'Times New Roman' Font - this can be changed at page setting stage
'Normal' font style only
'Normal' paragraph style only
allow 1 space only at the start of a new sentence, after a full-stop
Headings should be in '14pt' 'Sentence-case'
Graphs, tables and images supplied separately, not as part of the text

Please Do Not use:

Shading
Boxing
Colours
Font styles such as bold, italics or underlined
Superscript or other line styles
Indents
DO NOT embed photos within the text – supply them separately

It is acceptable to use:

Bulleted text to highlight points

Type and style of photographic contributions:

Slide Transparencies
Colour & Black/White Prints - any size
Digital scanned images (jpeg, bitmap, tiff) - >300dpi (min) at A4
Digital images (RAW or jpeg) – 2MB min

Quality

Sharp images - out of focus shots will not be used
Good contrast
Good colour saturation
Light images - if too dark it will not reproduce, if too bright colour is faded
Vertical (portrait) format better for front covers, although we will crop to fit
Photos of people are better in portrait (close-up) frame

Please note: discs will not be returned; Send slides or prints as 'Special Delivery' – we will return them via Special Delivery.

INFORMATION TO ADVERTISERS 2012

Advertising (84 page: 59 page editorial / 25 page advertising)

Reader Offers

The MCofS arranges Reader Offers for the 'Other News' pages. Items for this can be books, clothing, technical equipment, computer related items or discount vouchers. How many items are included in the reader offer is open to negotiation. We will also include product reviews of any item featured and would ask that if this is requested a review item should be dispatched well in advance.

Manufacturers, distributors, retailers and others wishing to have their products featured in this section should contact Sub Editor Jayne Glass direct.

Jayne Glass (Sub Editor); Email: subed@mcofs.org.uk

Advertising

Advertising is arranged by The Herald & Times Group. There are currently 25 pages of advertising. An up to date rates card can be obtained from Herald & Times Group direct and is also available on the MCofS website.

MCofS Associate Members receive substantial discount on advertising rates as a benefit of Membership (50% off normal rate)

Advertising Frequency and Deadlines 2012

Four (4) issues are to be published this year

	Issue	Publication Date	Deadline to H&T
February (12)	No54	February 23 rd	February 9 th
May (12)	No55	May 17 th	May 3 rd
August (12)	No56	August 9 th	July 26 th
November (12)	No57	November 22 nd	November 8 th

For all advertising contact:

Ronnie Dodd

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200 Renfield Street
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