Contributed Byline Article Guidelines

This document is designed to easily translate FOOD ENGINEERING's writing styles to experts in the field that are interested in having a piece published on FE magazine's website.

What's covered?

- Audience demographics
- Background information
- Content policy/writing style/editing processes
- Personal advertising policies
- Images
- Author information

Audience

FOOD ENGINEERING's (FE) primary audience is located in North America. Other high-traffic regions include Europe and India. Our content meets the information needs of executives in production, engineering, operations and packaging in North America's largest food and beverage manufacturing companies.

Background

These readers are members of the industry and often are working directly in a sector of the food engineering industry. With that being said, we do write with the assumption that our readers are able to digest basic knowledge of industry-specific terminology. The only caveat to this rule is that when acronyms are used, we first fully write them out and then include the acronym directly after the words/phrase in parenthesis.

Ex:
The U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS)…

The F&B industry is a large umbrella industry that houses many sub-sectors. We report on every stage of the farm-to-table process. Our main areas of audience engagement are manufacturing, processing, industry and people news, packaging, automation and sustainability. The magazine's editorial calendar is posted on FE's website within the "EMAGAZINE" tab, under the sub-section labeled "ADVERTISE". It can be found on the left side of the screen under "RESOURCES"

RESOURCES

CONTACT US

EDITORIAL CALENDAR

AUDIENCE REPORT

DOWNLOAD SPECIFICATIONS

DOWNLOAD AS PDF

Content/Writing/Editing

When submitting an article for web posting, an author is accepting that FOOD ENGINEERING Magazine has the right to edit or modify any submitted work as deemed necessary for consistency and clarity. If major changes are necessary, an editor will be in contact with the author to discuss options and next steps.

For word count, FE aims for featured articles to contain a minimum of 1,000 words and a maximum of 2,500 words. ***Editors prefer for any submitted content to stay around 1,500 words***.

We use AP-style formatting but also use personalized stylistic decisions for brand consistency. This is not something necessary to abide by or follow, for the reasoning stated above. An editor will also edit a contributed work before it's approved to go live on our website.

We do expect informational and topical content related to the industry to be provided in any submitted contributed article. This means that sources are necessary for any information not widely known. Sources are also generally encouraged to be used throughout the article when relevant, necessary or if appropriate in explanations/examples. Sources must be cited in-text as well as on a separate reference page using AP-style formatting.

Advertising

Contributed articles are **non-paid** and **non-advertising**. However, if the author is in a position to have their company's research, information, technology, etc. used as a source for the article's content it is allowed and encouraged. This information must be cited and sourced as non-internal sources would be cited. It is also encouraged for the author to use more than internal information as the article base. Internal quotes and citations must blend with the flow of information and be **relevant**—not stand out as an advertisement. For quotes, we need the name of the user company and the name and title of the person being quoted at the user company.

An opportunity for author and brand recognition will be in the author biography located at the bottom of the web page after posting.

Images

FE often uses free stock-photo websites like Unsplash and Pixabay when no images are submitted with an article. If the author or their company has images available for either a lead image (the main image) we are happy to utilize them and source them appropriately. Images are often utilized in cases of showcasing statistics, emphasizing information and examples. All images must be sent to the editor with source information that includes the company or photographer, and website found (if applicable).

Images must not be a straight product shot. It must be a high-resolution jpg (300 dpi at 4x5 in.) and include a suggested caption. Do not save screen dumps as jpg files. Use a non-destructive format (tif). **Call for instructions, if needed.**

Author Bio

We want to make sure the author is fully credited! The author's bio is an opportunity to share their experience with the topic, the associated company, any personal information they would like to share, etc. FE utilizes **hyperlinks** when creating author bios so there will be a direct link from the article to the author's associated organizations/company/brand.

Send us a high-quality headshot of the author along with the author's bio. The image will be located at the bottom of the page, to the right of the text box that contains the author's professional bio. It is not *required* to have the author's image associated with the article, but it is encouraged. The bio, however, is required.