



## **Editorial Submission Guidelines**

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### **AUDIENCE**

*Modern Applications News – MAN* – is a national monthly e-magazine with a distribution of more than 100,000. Its target coverage is the job shop and contract manufacturer. The kind of company that works to extreme tolerances and quality, in materials ranging from plastics to exotic metals; producing prototypes, one-offs, and limited production runs.

Complimenting the *e-MAN* magazine is an electronic newsletter sent to selected subscribers via e-mail about two weeks after the mailing of the *e-MAN* digital magazine. There is no cross-over of monthly content. The e-newsletter guidelines can be found below.

### **SUBMISSION FORMAT**

Preferred submission format is a Word file e-mailed to the editor, Pete Nofel [[pnofel@nelsonpub.com](mailto:pnofel@nelsonpub.com)] along with photos in TIF or JPEG format at 300 dpi.

As a last resort, on-paper submissions are considered, but not preferred. They can be submitted to

Pete Nofel, editor  
*MAN – Modern Applications News*  
c/o Nelson Publishing, Inc.  
2500 Tamiami Trail North  
Nokomis, FL 34275

### **CONTENT**

#### ***DIGITAL DISTRIBUTION***

*MAN*'s distribution is exclusively digital. It has two publications: the e-magazine and the e-newsletter.

#### ***E-MAGAZINE CASE HISTORIES***

*MAN* prefers case histories of job shops and contract manufacturers. Articles should be between 1,000 and 2,400 words and provide, in detail, how a process or technology has improved efficiency or saved a company time, money, or effort. A trademark of *MAN* is a definite quantification of the savings in either dollars or percentages. The article should examine

- ▶ the company's initial problem or challenge, explained in detail;
- ▶ the company's main line of business, e.g., it supplies parts to a specific industry;
- ▶ the solution the company found, either by a new piece of equipment, a new product, or a new procedure. This should be explained in detail as to why the product worked in that application;

- ▶ how the solution was applied in the company’s environment;
- ▶ how the solution works, in detail; and
- ▶ **the savings in productivity, training, or other benefit expressed in dollars or percentages.**

***E-NEWSLETTER CASE HISTORIES***

Requirements for newsletter case histories is the same as for the magazine except for length. Articles intended for the newsletter should run between 500 and 750 words.

Editorial content in the newsletter is independent of the e-magazine; materials used in the newsletter are not simultaneously used in the e-magazine and vice versa.

**MAN requires exclusivity for its features.** If an article has appeared within the past 12 months in *American Machinist*, *Cutting Tool Engineering*, *Manufacturing Engineering*, or *Modern Machine Shop*, we will not use it. Previous, or simultaneous, appearance in most other publications is allowed. Subsequent publications in other magazines is allowed.

**MAN does not use articles sent as simultaneous submissions to our competitors** [see previous paragraph for the direct competitors].

***2009 EDITORIAL DEADLINES\****

July Issue .....	April 27, 2009
August Issue .....	May 28, 2009
September Issue – Wisconsin Machine Tool Preview .....	June 26, 2009
October Issue – FABTECH Preview .....	August 4, 2009
November Issue .....	August 27, 2009
December Issue .....	September 24, 2009

**\* Dates are subject to change**

***SCHEDULED TOPICS\****

MAN has a special feature section, *Spotlight*, that highlights a specific technology. It concentrates on a metalworking technology with a short feature, followed by descriptions of products related to that issue’s focus.

<b>Issue</b>	<b>Spotlight</b>
August .....	CNC/Machine Controls
September ....	Holemaking
October .....	CAD/CAM Software
November .....	Forming/Fabricating/Welding
December .....	Waterjet Cutting

**\* Topics are subject to change**

***FEATURE CONTENT\****

Check the online editorial calendar for the specific topics covered each issue.

**\* Feature topics are subject to change**

***DEPARTMENTS***

MAN has several departments: *Industry News*, *New Products*, and *The Last Word*.

## **INDUSTRY NEWS**

The focus of a news release for *MAN* should be items that impact the job shop. We take little interest in “people” news except changes at the CEO level or above. Submissions should follow the **SUBMISSION FORMAT** described above.

## **NEW PRODUCTS**

This department showcases new product announcements. Prime consideration is given to announcements with accompanying photos. Submissions should follow the **SUBMISSION FORMAT** described above.

## **THE LAST WORD**

Each month, *MAN* offers a business leader at the C-level the opportunity to provide an opinion piece about a topic facing the metalworking industry. This is comparable to a *Wall Street Journal* editorial, and is of the contributor’s choosing. It should be about 700 words long and be accompanied by a formal portrait photo of the author and a brief biography.

## **FEATURE PHOTOS**

Photos should be taken in the actual work environment during the process described in the story. We do not want pictures of people standing in front of the equipment or product smiling at the camera.

- ▶ Photos should be of people doing things, not in static poses.
- ▶ Product shots should be appealing, not just items placed on a table or workbench.
- ▶ Each photo is a candidate for the cover. Only the best of the best will be selected.
- ▶ Photos should be at least 300 dpi in TIF or JPEG format.
- ▶ Do not embed photos in the Word or Acrobat files.
- ▶ All photos must have accompanying captions.

## **COVER CANDIDATES**

Cover art is selected by the editor based on a photo’s relevance and artistic content. The best candidates show a machine in operation, preferably with chips flying.

## ***MAN* Case History Content**

Case histories used in *MAN* must be in a narrative format and provide detailed information about how a process or technology has increased efficiency or saved time, money, or effort. We are looking for a story that tells the reader of a problem, a solution, and how the user saved time, money, or effort. Narrative presentations have a higher probability of use than bullet points or outlines.

We prefer the savings explicitly stated in the article in

- ▶ Dollars: *the new cutting tools saved \$13,000 per year;*
- ▶ Time: *process time went from 12 hours to three hours;* or
- ▶ Percentages: *the addition of the new machine cut production time by 12 percent and increased profits by 18 percent.*

## **CASE HISTORY CHECKSHEET**

The Case History Checksheet outlines the recommended content for case history articles.

- ▶ **Issue for proposed inclusion [month and year]**
- ▶ **Topic**, e.g., Swiss Turning, Cutting Tools, Workholding, etc.
- ▶ **Description of the problem**
  - Discovery of the problem
  - How long the problem had been happening
- ▶ **Solution description**
  - The product or service
  - The product manufacturer or service provider
  - How the solution was implemented
- ▶ **User site description**
  - Facility
  - Full, official company name
  - Location – city and state
  - Number of square feet of production floor
  - Number of employees
  - Special features of the company
  - Technology or process involved in the solution
  - Manufacturer and model [or version] of the solution
  - Number of units purchased
  - Size of solution
  - Service details
- ▶ **Application details**
  - Process
  - Production
  - Operation
- ▶ **Improvement description**
  - Initial expense
  - Expected ROI in dollars or percentages
  - ROI period
  - Expected reductions in personnel
  - Operator hours before and after
  - Cost savings: expected and real in dollars or percentages
  - Other benefits: health, safety, morale, environmental, etc.
- ▶ **Other expected improvements**
- ▶ **Future plans: application of the solution in other problem areas**
- ▶ **Contacts**
  - Author / Agency
  - Photographer / Agency
  - Manufacturer / Agency
  - Subject of feature

## **PRESS RELEASE GUIDELINES**

*MAN* receives approximately 50 press releases each day. We are unable to run everyone's press releases in each issue. To enhance your chance of being chosen for inclusion in *MAN*, follow the guidelines below.

- Press releases should be included as plain text within an e-mail or attached to an e-mail as a plain text or Word document. HTML or PDF documents are not given as high priority as Word or plain text since they must be manipulated before use.
- Press releases with high-resolution JPEG images included as e-mail attachments are given priority above releases without graphics or releases with graphics in other formats or images embedded in Word or PDF documents. Releases with images that must be downloaded are given even less priority.
- Do not bother to send low-resolution images; we won't use them.
- Do not bother to include images of logos; we won't use them.
- *MAN* does not use any releases about personnel changes unless they are at the CEO or presidential level.
- Releases that deal with the machining or metalworking industry are given higher priority than those that do not.
- *MAN*'s editors cannot acknowledge the receipt of press releases, so do not call or e-mail us asking if we have received the release. With the volume of releases we receive each day, the chances are we will not remember your individual release.
- Include complete contact information in the e-mail and the release for both the group submitting the release and the manufacturer.
- Releases for possible inclusion in special show issues – see the editorial calendar on the *MAN* website – should be submitted at least three months before the show issue date.
- *MAN* does not usually print releases about upcoming shows, seminars, or conferences.