

# **Editorial Guidelines**

## **WaterWorld, Industrial WaterWorld, Water & Wastewater International, Urban Water Management**

**Our publications offer equipment manufacturers and service suppliers a variety of ways to publicize their products and services. Editorial material must be submitted electronically via e-mail.**

### **Feature Articles**

**Editorial Focus:** Each issue of our publications has special sections dealing with specific topics, which are listed in the Editorial Calendar. Articles for these sections are usually written by engineers, consultants or equipment specialists. Articles must be unbiased, non-commercial and informative.

- Articles for *WaterWorld* should focus on the municipal market for the U.S. and Canada. Feature articles may range in length from 500 to 1,500 words and can be accompanied by 1-4 pieces of color art.
- Articles for *Industrial WaterWorld* should be written for an industrial/commercial audience in the U.S., Canada and Mexico. Feature articles may range in length from 500 to 1,250 words and can be accompanied by 1-4 pieces of color art.
- Articles for *Urban Water Management* should focus on stormwater management and control, watershed/wetland management and restoration, and similar environmental water pollution prevention topics. Articles focusing on the U.S. and Canada markets are preferred.
- Articles for *Water & Wastewater International* should focus on the water/wastewater market outside the U.S. and Canada.

**Case Studies:** Our publications feature case studies that discuss how a particular piece of equipment or technology has been used to address a specific problem in a water or wastewater system. Such articles should include at least one quote from system personnel. Case studies may range from 500 to 1,500 words in length, and run with color artwork. Include a contact name and phone number for the utility/company featured.

**Product Focus:** A special feature article providing an in-depth look at one specific piece of equipment or technology. These articles discuss the technology, operation and application of the equipment.

- In *WaterWorld*, they should be 500-700 words in length, with color art. Only one "Product Focus" appears per issue.
- In *Industrial WaterWorld*, they should be 250-500 words in length, with color art.

**Bylines:** Our publications provide bylines, if the author desires. Please include the person(s) name, title and a 2-3 sentence biography. Also include contact information, including telephone and e-mail address.

**Abstracts:** To start the acceptance process, please send via e-mail a brief abstract (one or two paragraphs) outlining what the proposed article would cover. If it sounds suitable, we will provide a tentative publication date and deadline for the completed article. **We cannot guarantee publication until we have reviewed and approved the completed article.**

## **Product Categories**

Product releases should be accompanied by at least 100 words of text describing the product in detail.

All releases may include a color picture of the product. Please also include a contact name, phone number, mailing address, and E-mail and Internet address if available.

**Showcase:** Several products are featured on the Showcase page near the front of each issue of *WaterWorld* and *Industrial WaterWorld*. This is a special section featuring products of interest to the U.S. and Canadian markets.

**Products & Services Feature:** Each issue of *WaterWorld* and *Industrial WaterWorld* includes two Products & Services Feature categories. Typical product categories will focus on such topics as pumps, valves or odor control. (Please refer to the editorial calendar for more information: <http://www.waterworld.com/index/advertise.html>) Equipment displayed in this section does not need to be new to the industry but must fit into the feature category.

**New Products:** Despite this section's name, not all products are "new." Products can be new to the magazine or industry, redesigned, or highlighting new features. Products may only appear in this category once, unless the product has undergone a significant change.

**New Literature:** This section can include catalogs, brochures, bulletins, software, technical publications, Internet sites, etc.

## **Electronic File Formats**

Our editors use Microsoft Word (MSWord .doc files) for editorial copy and Photo Editor to process art work. If you are not using MSWord, Text files (.txt) are acceptable. Artwork: *jpg/jpeg* format is preferred. EPS and .tif formats are also accepted. PDF files from Adobe Acrobat may be submitted, but artwork must be included in a separate attachment due to the low resolution of PDF images. Graphics in Microsoft Excel or PowerPoint also are acceptable, but not preferred (see *jpeg*). Photos should be at least **300 dpi** and at least **5 inches** across horizontally to ensure quality reproduction in the magazine. A properly sized and formatted photo should yield an electronic file ranging in size from 1 to 3 MB. Simple tables and charts can be included in an MSWord file via the "insert table" function. Please include **Caption Information** for all graphics.

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**Note: Editorial material is selected for its informative value to the reader. The placement of advertisements in any of the PennWell Water Group publications does not play a role in the selection of editorial content for those publications.**

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## **Contact Information**

### **For interest in WaterWorld Magazine or Industrial WaterWorld:**

James Laughlin, Editor

E-mail: [jamesl@pennwell.com](mailto:jamesl@pennwell.com)

PennWell Water Group - *WaterWorld*

1421 S. Sheridan Road

Tulsa, OK 74112

Tel: 918-832-9320; Fax: 918-831-9776

### **For interest in Urban Water Management, e-Newsletters and online editorial opportunities:**

Angela Godwin, Editor

E-mail: [angelag@pennwell.com](mailto:angelag@pennwell.com)

PennWell Water Group - *Urban Water Management*, Digital Media Editor

98 Spit Brook Road

Nashua, NH 03062

Tel: 603-891-9449; Fax: 603-891-9200

**For interest in Water & Wastewater International:**

Tom Freyberg, Editor

E-mail: [tomf@pennwell.com](mailto:tomf@pennwell.com)

PennWell Publishing UK

Warlies Park House, Horseshoe Hill

Upshire, Essex EN9 3SR

Tel: +44 (0)7904867746

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