Laboratory EQUIPMENT

Editorial Guidelines

Submit to: Michelle Taylor, Editor
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Serving the laboratory marketplace for 50+ years, Laboratory Equipment magazine welcomes the latest new product information relevant to its readers—scientific professionals working across multiple disciplines in industrial, government and academic labs.

Product News Releases

Text

1. A 150- to 200-word description of one new product, attached as a Word document. Information about "improved" or "enhanced" products is welcomed if the change is substantial.
2. Company name, Web address, and numeric phone number must be included.
3. State the product's significance (saves time/money, is more precise, etc.), features/benefits, and basic technical specifications. Applications should be listed.
4. The generic product name should be identified, but avoid using "the solution."
5. Do not use trademarks or registration marks.

Images

1. One hi-res (300-dpi) TIF or JPG with 4" x 5" image area should accompany the press release.
2. Attach images separately. Images imbedded in Word documents are not suitable for print.

Feature Articles

Laboratory Equipment magazine welcomes articles that describe advancements in and new applications for analytical instruments and devices used in research laboratories. Laboratory Equipment is not interested in a commercial endorsement of a specific product or company.

Articles need to be informative, objective, and of value and interest to our readers—lab professionals across a variety of scientific disciplines.

Manuscripts are reviewed with the understanding that they have not been published previously and are not under consideration for publication elsewhere. Authors are responsible for all statements made in their work.

Text

1. Articles must be previously unpublished.
2. Articles must be technical, educational, and non-promotional in tone.
3. Do not use "I," "you" or "we" in the text.
4. Sidebars should be short (approx. 100 words).
5. Length for feature articles should be between 1,300 to 1,500 words.

Authors

1. The article's byline should be a technical expert. Marketing, sales, and public relations titles should be avoided.
2. The author's name, title, E-mail and phone number should be included, as well as the company's complete name and Web address.

Images

1. Between 2 to 4 photos, graphs, charts or tables should accompany the article. **High-resolution (300 dpi) JPG or TIFF images are required for photos**, and Illustrator version CS2 files are best for charts or tables.
2. A one-sentence caption should be included for each image.

Questions? Contact Editor Michelle Taylor at michelle.taylor@advantagemedia.com, or 973-920-7113