

Magazine Editorial Guide

'Your Business' is the official publication of the Ayrshire Chamber and has been established for more than 20 years.

It's recognised as a useful medium for the local business community to share their stories and activities. There are four publications per year with **1000 printed copies** distributed across Ayrshire. The magazine is also shared across social media to our 18000+ followers, and is available online via magazine platform **Issuu**.

Helpful Guidelines

- Keep it simple and informative. 250 words maximum.
- Please write it in the third person with quotes in the first person, if applicable.
- You don't need to include too much detail, if the reader is interested to find out more they will. Please also include your web address if you have one.
- Try to grab the readers' attention in the first paragraph, make them want to read the rest of your submission.
- Include an image with your editorial, as a separate file. A large hi-resolution jpeg file works best as enlarging a small file results in the picture pixelating and that never looks good!

Important Dates

Issue	Editorial & Advert deadline	Distribution begins w/c
Summer	15th May	12th Jun
Autumn	14th Aug	11th Sept
Winter	3rd Nov	27th Nov
Spring 24	TBC	TBC

PLEASE NOTE: All editorial submitted is subject to editing and there is no guarantee of inclusion. Deadline dates are subject to change.

Editorial Starters

Have you recently formed a new partnership, reached a business milestone, picked up an award or been nominated for one, celebrated a business anniversary, secured new premises or introduced new products/services...**We'd love to hear!**