

Media Kit 2011

Writer's Guidelines: Articles & Press Release



ARTICLE FORMAT & ARTWORK:

- The article must be submitted in a WORD Document.
- The article should be a minimum of 700 words (for one page) - or - not to exceed 1400 words (for a two page spread).
- Graphics or charts cannot be imbedded in the Word document.
- Graphics or charts **MUST be submitted in CMYK color (not RGB)** at a high resolution 300ppi minimum, and sent in JPEG or PDF format.
- Please provide the authors name, title, affiliation, a brief bio, and photo. (Send photo in **CMYK**, 300ppi in JPEG format)
- The article cannot be previously published.
- Articles may be edited for length, grammar, punctuation, and style.

ARTICLE SUBJECT and CONTENT:

IUV accepts contributed material for short, concise treatment of one topic. We publish feature articles that focus on trends, latest technology & engineering, safety issues, cost analysis, and maintenance. The article should not be overly advertorial - but certainly, it should present the accomplishments of the particular product line as it relates to the industry marketplace.

MARKET AUDIENCE:

Industrial Utility Vehicle & Mobile Equipment magazine is edited for OEM's, Dealers, Service Professionals, Fleet Managers, and Design Engineers of Special Purpose Vehicles and Mobile Equipment. Our audience is involved in the design, manufacture, service and fleet management of lift trucks, materials handling equipment, facility service vehicles, and mobile equipment, including golf carts, personal mobility vehicles, and other types of special purpose vehicles. Including components, sensors, brakes, batteries and tires.

PRESS RELEASE FORMAT:

All Press Releases should be submitted in a WORD document. Attached corresponding product images **MUST be CMYK** - in 300ppi and JPEG format. Releases may be edited for length, grammar, punctuation and style.

REPRINTS:

Feature articles, case studies, applications, stories, and press releases can be reprinted. For further details see contact information listed below.

DEADLINE to SUBMIT ARTICLES & PRESS RELEASES:

All submissions are due for the issue schedule as follows:

ISSUE	DUE DATE
JAN/FEB ~ 2011	NOV 5 ~ 2010
MAR/APR	JAN 7 ~ 2011
MAY/JUNE	MAR 4
JUL/AUG	MAY 6
SEP/OCT	JUL 8
NOV/DEC	SEP 9
JAN/FEB ~ 2012	NOV 4

Please e-mail your submission to **Terry@IUVmag.com**. For more information please contact Terry Armour, Editor at 518-329-0067.