

BFVEA' s AUTHOR'S GUIDELINES – FOR SUBMITTING ARTICLES TO ESSENCE MAGAZINE

Please send your article (or suggestion of an article) to essenceeditor@bfvea.com

After receiving your article, the Editor will acknowledge it and inform you that you will be contacted when we know which issue of the magazine your article will appear in. This may take several months depending on which other articles we have available and the suitability of your work to a particular issue. If your article requires more than minor editing (punctuation etc.) then a sub editor will contact you at some point and work with you on the article to develop it into a format that is suitable for publishing. Obviously, according to one's writing experience, there are varying degrees of what this may entail. Again, it may be several months later that the Editor coordinator tells you exactly which issue your article will appear in. For your information, an author retains the rights to their article. If you do re-publish it in another magazine/website then please add that it was first published in ESSENCE magazine and if possible mention www.bfvea.com. We may feature your article on the BFVEA website or Facebook page after it has appeared in ESSENCE magazine. Please let us know at the time of submitting your article if you do not want this. Please also note that any essences described that are also sold to the public must meet the relevant country's current legal requirements (for UK producers see BAFEP website).

Submitting an article

- If your article is for a specific issue of ESSENCE you will be given a dead line to work to. It is your responsibility to stick to this date, so endeavour to do so please. The ESSENCE coordinator is very happy to receive your article in advance of this date.
- If submitting further drafts of your article – please change the name of the article or the version (i.e. article1 and article2). Make obvious any changes in the new draft by highlighting the changed text in a different colour. Previous drafts will be deleted, unless the editor/sub editor is told otherwise.
- Clear permission and, if appropriate, make reference to, any content not created by the author.
- Include a brief biography of yourself at the end of the article and a portrait of yourself (for size of JPEG please see page 2 – 'Photos and Pictures').
- For a guide, the average length for an article is about 1500 words but sometimes there are good reasons for an article to be longer or shorter than this.

Formatting and presentation

- Please type your article in plain text
- Don't format the document other than paragraphs, i.e don't use bullets, indents etc. The Editor will format the article as appropriate.
- When typing your article, make sure the default for 'Language' in WORD is set to '**English (United Kingdom)**'. Go to REVIEW/LANGUAGE/SET PROOFING LANGUAGE. In older versions of Word go to TOOLS/LANGUAGE/SET LANGUAGE.
- Use single spacing.
- Try to use a new paragraph for every new idea and sub headings where appropriate is a good idea.
- Write the name of an essence range with a capital letter at the beginning of each word. 'Bach Flower Essences' is taken as referring to the brand made by Nelson's pharmaceuticals. As the word remedy is no longer used in reference to flower essences, the Bach essences can also be referred to as the Bach system.
- Write the names of individual essences in italics to highlight them.
- Write the title of any books mentioned in italics.
- Write numbers in words (i.e. twenty not 20) up to and including ninety-nine. Exceptions to this will be at the editor's discretion.

- If you want a word centred, use the alignment tools and not the space bar or tab to do this.
- Number sequentially all references to books in square brackets, i.e. [*]
- Please use the following format for your bibliography or references (use end notes rather than foot notes):
[1] Surname, Initials. (date) *Title* Place of publishing: Publishers
e.g. Bartram, T. (1998) *Bartram's Encyclopaedia of Herbal Medicine* Dorset: Grace Publishers, p.XX

Photographs and pictures

- Where possible send appropriate pictures/photos at the time of your article submission or shortly after; otherwise photos and pictures will be chosen by the Editor. Please do not embed them in the article. Indicate in the text if you have a preference as to where you wish the photos to appear.
- We need good quality photos sent in JPEG format. The **ideal file size is 1-2mb**. Photo size settings can be adjusted by going to 'picture quality' on your camera's Menu. Most default settings are the largest possible, around 50mbs.
- If you are working on dpi (9 dots per inch) we need about 300 dpi. Several systems for changing file sizes exist, but we advise using Adobe Photoshop where, for example importing a photo which is 4.2mb to start with can be saved as a medium/high (9) res. j-peg into another file. This would now be in a perfect size (click properties to see) for ESSENCE magazine. Illustrations should also be around this file size and be saved to around 300 dpi resolution.
- You can supply digital pictures which have been 'photoshopped', but it is better to supply pictures in their original state without doing lots of image processes on them as they reproduce better in the magazine. It will be at the editor's discretion as to which photos are used with your article.
- If in e-mailing there is a reduction from what was a large file (a few mbs) to something in Kb size then it maybe the server that is minimising the files and this might require re-sending the photo.
- Please convey whether you give permission for the BFVEA to use your photos again in other issues (where appropriate) or whether they are to be used only with your article. If your picture/photo needs to be credited, please give full credits and indicate if copyrighted. If you give permission for your photographs to be used again, we will credit you.
- If you intend to scan in a picture/photo to send with your article, make sure that your scanner is clean and dust-free as removing dust spots from an image is a lengthy process.

Article content

Before you submit an article, please carry out a first edit in the following way:

1. Check for repetitions in your text, for example typing the same key word more than once in a sentence or short paragraph. Use the Thesaurus to find alternatives. Go to REVIEW/THESAURUS or in old version or Word - TOOLS/LANGUAGE/THESAURUS.
2. Check that you have been consistent, e.g. if you have mentioned something earlier in your article that needs explaining or following up, make sure it gets another mention.
3. If you have introduced something that readers will not be familiar with, make sure you have explained it adequately and not made assumptions.
4. Check thoroughly any factual information you have mentioned.
5. Check that proper names, dates, web addresses and phone numbers are correct.
6. Check items in your article are in context.
7. Always check quotes are correct and have been referenced
8. Run your article through 'Spell Check'.

Finally, read your article and re-edit it several times before submitting it to make sure it reads clearly and smoothly, is factually correct, consistent and error free. Printing your article out to read it is advised as it does make a big difference compared with reading it on a screen. Additionally, read it aloud to yourself or to a friend/colleague. Only when you have done all this should you submit it for publishing.