

## **Magazine Style Guide**

Updated October 11, 2010

Please familiarize yourself with the following editorial guidelines for style and voice. Use the AP Stylebook and Merriam-Webster English Dictionary or Collegiate Dictionary along with our guidelines as you write your articles. References to “Auto Trends Magazine” herein are written as Magazine.

### **General**

**Minimum article length is roughly 400 to 500 words**, however do not pad your article to meet minimum word counts. Product, book and car reviews range from 600 to 1,200 words; longer pieces are approved on a case-by-case basis.

**Choose a voice.** Three types of articles are regularly published to the Magazine: news, reviews and lists. How to, strategy and fact sheet styles are accepted upon editorial review.

**Be detailed.** If you are writing about the Buick Enclave, provide specific information about each trim level, enough details to help the reader understand the differences between CX, CX1 and CX2 models. Naturally, you will also distinguish between front- and all-wheel-drive.

### **Specifics**

**Article layout.** Include your title, subheads, captions with photos and your author information. Provide an introductory paragraph, at least three paragraphs in the body and a concluding paragraph. Split lengthy paragraphs for reading ease or to make a point. The author information section will describe who you are and offer one or two backlinks to your website or other online work.

**Convey authority.** Write only about topics you are familiar with. Do not plagiarize and do make use of in-text citations. Provide references and submit additional resources for further reading. References and resources should be written as follows: *Automotive News: GM to Boost Output of GMC Trucks, Terrain*. Linked references and resources appear in separate sections at the end of your article.

**Key words.** Use key words carefully, no more than once every 100 words throughout the article. For example, if you writing a review about the Buick Enclave, use Buick Enclave, Buick crossover, Enclave, GM crossover and similar terminology naturally. Do not bore or insult the reader with key word stuffing.

**Confirm copyrights.** If you choose to include a photograph or information not belonging to you, you must include a release giving permission to use third-party work in the Magazine.

### **Submissions**

Original articles (those not published elsewhere) are reviewed regularly. Attach your Microsoft Word article and send it to admin AT autotrends.org with your note. You will be contacted by the Magazine, usually within five business days. Articles are verified through Copyscape; we reserve the right to edit your work to meet Magazine guidelines.