



QW author guidelines

AIM AND SCOPE

QW is the Chartered Quality Institute's monthly membership magazine and flagship publication. Already the UK's leading independent quality magazine, it aims to be the world's leading source of up-to-date information on the world of quality and its latest tools and techniques.

Each month, *QW* focuses on one contemporary topic and examines the implications for quality in this area. For example, the schedule has recently looked at the environment, six sigma and customer service.

As an independent title, *QW* favours no particular quality theory, ethos or product. Everything from business excellence and process reengineering to ISO 9000 and FMEA are covered.

QW publishes two styles of article. Features are a maximum of 2,500 words long, while columns tend to be a maximum of 700 words.

FEATURES

- **Have a title and sub-headings**
- **Begin with a short summary or introduction to the article**
- **Include a short biography (50 words)**
- **Include photographs/diagrams if any are available and relevant.**

The information we like:

- The article written in the third person
- Well-argued theories
- A clear structure – a beginning, a middle and an end
- Concise and pertinent information
- Practical real-life examples
- The human angle – naming people, events and learning points (mistakes)
- Quotes to back up theories and examples
- Personal viewpoints
- Photographs.

The information we don't like:

- Long lists
- The hard sell
- A diary of events
- Grand claims
- A narrow view
- The repetition of well-worn themes
- Too much self-serving praise.

A NOTE ON CASE STUDIES

Case studies are an excellent way to communicate the benefits of a product or system without falling into the hard-sell trap. As long as case studies are strictly honest and intelligent accounts of, for example, how an organization came to use ISO 9000 to change itself, *QW* will consider them for publication.



HOUSE STYLE

Like all publications, *QW* has its own unique and fanatically adhered-to house style. We do not expect the writer to take all of this on board. However, the summary below should help the writer get an idea of where *QW* is coming from in terms of style.

Typing

- One line space between sub headings and paragraphs
- One space between a full-stop. And a new sentence
- No **bolding** anywhere
- *Italics* only for book, magazine, film and TV titles

Style

- Use capital letters sparingly – only for company names and departments but not for job titles or words such as quality, total quality management or best practice
- Single inverted commas for quotes
- All tables, diagrams and figures to be placed at the end of the article with a reference in the text for their positioning
- Instead of the ISO 9000 series of standards simply write ISO 9000.

PHOTOGRAPHS

All photographs should be:

- At least 300 dpi in terms of resolution
- Supplied as jpeg or tiff.

For an easy way to tell if your photos fit the bill, look at the file size. If they are only around 100-200kb or less, they are probably not of sufficient resolution to print well in the magazine. They should be at least 1mb to print clearly.

If you have any concerns over your photos, please let us know **as soon as possible**.

DEADLINES

Often writers ask why they are asked to submit articles several weeks or even months ahead of when they will be published. The following timeline aims to illustrate some of the reasons why:

- Article received by editor, read and any queries flagged with author (one week)
- Queries sent to author (one week or more if any rewriting required)
- Article received back from author and sub-edited (one to two weeks)
- Any further queries sent back to author (one week)
- Changes incorporated and article sent to be laid out (one to two weeks)
- Proofing and publication (two to three weeks to hit people's doormats!)

WHERE DO I SEND MY ARTICLE?

If you have survived all of this, we have one final request: Please supply your article in Microsoft Word to **ggoodwin@thecqi.org**

MORE INFORMATION

If you have any further queries, please contact the editor, Guy Goodwin, at ggoodwin@thecqi.org or T: +44 (0)20 7245 6676