

# Content Guide

Magazine content guide for  
marketing & media professionals.

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## Articles

What are the types of articles we want to publish?

### INTERVIEWS

Our business network celebrates overcoming challenges, inspiring employees and achieving growth. Sharing business or industry knowledge and your success by way of an interview makes a fantastic article.

### CASE STUDIES

We love to champion businesses that achieve success by connecting with our business support network. Demonstrate what is possible with a little help and direction, we will showcase your achievements.

### COLLABORATION

Our ethos is that businesses who work together, thrive together. We are here to support the business community in the region. If you work with other businesses in inventive and interesting ways, this is a great way to find more exposure.

### SHOWCASE

We like to celebrate exciting projects that your business is involved in. With a focus on any products or services which may benefit the business community or society as a whole. Speak up about the ways in which your business has been innovative.

## Top Tips

What are the types of top tips and guides we want to publish?

### HINTS AND TIPS

Our network is full of individuals who are experts in their areas of business. We encourage you to share your knowledge, provide hints & tips on specific business subjects, showcase your skills and demonstrate your expertise for the benefit of other members.

### EXPERT OPINION / INFORMATION

If you are a leader or expert in your field of work, you could send us your expert opinion or an in-depth discussion on a specialist topic.

## Magazine topics for 2024

### Spring Q1

THEME  
**SUSTAINABILITY**

CONTENT DEADLINE  
**1 March 2024**

PUBLICATION  
**1 April 2024**

What efforts is your business making to become sustainable? Are you helping the environment in any way? What innovative products are you developing to tackle regional/global issues?

### Summer Q2

THEME  
**SKILLS**

CONTENT DEADLINE  
**1 June 2024**

PUBLICATION  
**1 July 2024**

Developing the future workforce stems from opportunities available within our region. How is your business helping society thrive with the educational skills? What initiatives has your business undertaken to help shape the future?

### Autumn Q3

THEME  
**DIGITAL**

CONTENT DEADLINE  
**1 September 2024**

PUBLICATION  
**1 October 2024**

In the futuristic world of AI, how is your business adapting to technological changes? What products have you developed to help others cope with the evolving digital world? Has modern technology changed the way your company operates? If so, how?

### Winter Q4

THEME  
**CULTURE**

CONTENT DEADLINE  
**1 December 2024**

PUBLICATION  
**3 January 2025**

How is your business celebrating the diverse cultures of the UK? What events have you attended in 2024 which lean on cultural diversity? Have Art, Music or Literature been at the forefront of your success?

IF YOU HAVE ANY FURTHER QUESTIONS REGARDING PRESS RELEASES OR YORKSHIRE BUSINESS, PLEASE DO NOT HESITATE TO GET IN TOUCH AT [MARKETING@WNYCHAMBER.CO.UK](mailto:MARKETING@WNYCHAMBER.CO.UK)

*Connecting business  
professionals in Yorkshire.*

## What is Yorkshire Business?

The heart of Yorkshire's business community, we have a wide-reaching quarterly magazine & online platform for digital publications to help spread your company news. Yorkshire Business taps into over 150 years of business services and experiences of the West & North Yorkshire Chamber of Commerce.



## Press Release Guidelines

### What is a press release?

A succinct account of an upcoming news occurrence; a timely report of an occasion that has just happened; or a notification of essential or procedural changes in an organisation. In short, we're looking for an articulate piece of writing which conveys beneficial information associated with your company.

### What articles do we like to publish?

Yorkshire Business embraces articles involving uplifting news stories, expanding businesses, winning contracts, new appointments or charity work. We also like stories that include visits from notable figures, working with Chamber members, winning awards or with connections to education. Our passion is rooted in the region's business community and we particularly like our features to showcase the best of local organisations.

### What articles do we not like to publish?

Unfortunately, we can not guarantee all press releases are published. We will always strive to get your article published, but may write back to you if your press release does not fulfil the requirements outlined below. Typically, we do not publish promotional materials such as flyers or advertisements which are intended solely for the purpose of selling a product.

### What are the requirements for press releases?

To ensure the process of your press release being posted to our website is both simple and efficient, we do ask that submissions fulfil the following criteria:

- Press Releases sent into us must originate from an organisation that is a member of the West & North Yorkshire Chamber of Commerce.
- The press release should be attached as a word document in your email.
- The copy should be no less than 200 words but no more than 800 words in total.
- Press releases should be written in prose – please avoid using excessive amounts of bullet points.
- Ideally, there should be at least one high resolution image attached separately. We accept multiple images and will select the most appropriate to suit the page layout/design.
- Pictures should be lifestyle images (pictures of people), preferably in a work environment or related to the subject you are writing about.
- Avoid using stock imagery – if you do use a stock image, ensure you have the appropriate license.

### How long will my press release take to be posted?

We always strive for press releases to be posted within a week of Yorkshire Business receiving them. Rest assured that your press release will be published soon after this timeframe, however, during busier periods.

We must allow for slight fluctuations due to the high volume of articles which we may receive at certain times in the year. Once your article is posted, we will reach out via email with a link to your published press release.

### Can my press release be featured in the Yorkshire Business magazine?

Unfortunately, we do not take requests for featuring specific press releases in the members section of our quarterly magazine, inclusion is an editorial choice.

We do, however, offer paid-for features, profiles and articles to ensure your piece makes it into the magazine, thereby assisting in raising your profile amongst members and the wider business community.

Our media pack is available online at [yorkshire-business.com/media-pack](http://yorkshire-business.com/media-pack)