

Guide to writing for Natur Cymru - Nature of Wales

1. PERSONAL DETAILS

Please include your phone number and email address so that we can contact you quickly if necessary, and your postal address so we can send you a published copy.

Main articles: include a short biographical description of yourself to go at the end of your article - 15-20 words.

For short articles and regular features, your name and job title/employer as appropriate will suffice.

2. WRITING CONTENT

The best way to judge the style of the magazine is to look at past copies. Natur Cymru has evolved a distinctive voice. It provides authoritative, up-to-date information about species and habitats and their management, reports on pioneering work and the latest discoveries, and makes the connections between these environmental stories and the wider social and environmental agenda, presenting them in an interesting and readable way.

- Main articles – around 1500 words, but if you have a good topic and need more space, feel free, up to about 2,500 words. Length is much less important than quality – a really fine article will hold readers' attention whether it is long or short.
- One-page "regular features" – 550-650 words
- Book reviews – 2-500 words.

Avoid jargon - readership is varied, and may not be familiar with the language that we often get used to within our own working spheres.

All forms of punctuation are welcome, especially the full stop! If you have a sentence longer than 30 words, think seriously about dividing it in two.

2. TITLES AND HEADINGS

Please look for titles which excite interest, rather than trying to encapsulate a whole article in the title: eight words maximum. We always include a subtitle to expand on the title in the contents page, and sometimes follow the title with this above the article, so it is helpful if you can provide a subtitle.

Consider breaking up the text (easier on the reader's eye) by:

- using sub-headings every few paragraphs
- using bullet points or tables of information.

3. CAPITALS AND ACRONYMS

Generally the first letter of common names of plants and animals should be in lower case unless it includes a personal name (eg. otter, but Daubenton's bat), but capitals should be used where they are clearly necessary to avoid confusion eg Large Pale Clothes-moth *Tinea pallescentella*.

Acronyms – at the first mention, write the name in full followed by the acronym in brackets, then use the acronym after. Exception are eg RSPB, which is well known by its initials and there is no need to use the name in full.

4. SCIENTIFIC NAMES

Where used, the scientific name in italics (without brackets or commas) will normally follow the first use of the common name, but not be repeated, eg sea beech *Delesseria sanguinea*. If there is no doubt which species a common name refers to, there is no need to add the scientific name. If there is no common name, the scientific name will stand alone.

5. FORMATTING

Please **DO NOT** use any formatting, such as footnotes or text boxes, inseting paragraphs etc. The magazine is designed using specialised software and any formatting that you put in a Word document will have to be undone by us. The exception is using *italics* for Latin names.

If you need to use footnotes or text boxes or any other non-standard formatting, please write instructions in square brackets:

- footnote in main text[1] (with the footnote text to go at the end of your article)
- [BOX] place your text here [END BOX]

Tables - We can use very simple tables set up in Word, but anything more complicated will have to be sent separately as a high resolution file.

6. ILLUSTRATIONS

Most authors provide us with digital images to illustrate their articles, so please do this if you can. Exceptionally, you may send us slides or prints for scanning, and also tables, graphs, artwork, maps and logos.

Please include, for each image:

- the photographer's name/copyright holder - **make sure you have full copyright permission for reproducing any images.**
- a description or caption to help us identify what we are looking at, although captions can also provide valuable and concise additional information

Send digital images as separate files (jpegs, tifs etc). We cannot use images embedded in a Word document. The images need to be at high resolution for printing, so please send the highest resolution you have available.

Please send your images directly to mandy.marsh@cyfoethnaturiolcymru.gov.uk

Large files can be sent by email (up to 10MB) either singly or zipped, or by any number of file-sharing sites online. Mandy can send you a link where you can drop images.

If you have any queries about images please contact Mandy by email or on 0300 065 4867.