

A guide to writing for Icon News

Tips

1. Read previous copies of Icon News to get a feel for the kind of article you want to write.
2. Think about the readership - not all Icon readers are practising conservators. Those who are cover a wide range of specialisms. Make the article as accessible as you can, unless you are intending to be technical and aiming for the In Practice slot.
3. Make it readable - do not recycle a dissertation or project/treatment report because it will read like one.
4. Keep it concise – keep to the point and make every word count.
5. Footnotes, references or bibliographies should be avoided, unless it is really novel or original material – Icon News is not an academic journal.

Guidelines

- Use Arial, size 12pt
- Word Count:
 - News items: 200-300 words
 - Features:
 - one page (one image): 600 words
 - one page (no images): 800 words
 - three pages (with images): 1500-1800 words
 - In Practice (with images): 600-1500 words
- Send images as separate email attachments – not embedded in the text or in the body of an email. Jpgs or Tiffs are preferred. Photos should be as high a resolution as possible.