



# THE PROPERTY C H R O N I C L E

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## INTRODUCTION

*The Property Chronicle* ([www.propertychronicle.com](http://www.propertychronicle.com)) is a global print and online publication delivering a unique perspective on all investments but with a particular emphasis on real estate, direct and listed, and real assets (from infrastructure to wine and race horses). “The Weekly”, a selection of our best articles, is distributed across all our channels, to over 14,000 (June 2020) known individuals who are: senior, buy-side, professional and personal investors (Source: PC readership survey January 2020). Selected PC articles are distributed via our social media channels and to member, invitation-only groups of targeted, global real estate and other investors totalling 3.5m.

This document will introduce you to the submission and publication processes for *The Property Chronicle*, and answer questions you might have about being a contributor. We hope you will find being a contributor to *The Property Chronicle* a rewarding experience, and we encourage you to get in touch if you have any questions.

## WRITING YOUR ARTICLE(S)

Articles for *The Property Chronicle* should be around 700 words in length (plus chart), although some pieces (e.g. guest essays) may be longer.

When you have written your article, we suggest that you read it over a couple of times before submitting to check that every sentence makes sense and that your thought process is clear and logical. It can be a good idea to seek feedback from a critical friend or colleague.

## FORMATTING YOUR ARTICLE(S)

In longer pieces, it is a good idea to use subheadings to break up the text and focus the reader’s attention. It’s also best to avoid sentences that are overly long.

If you are writing about something in the news, adding a link to a particular news article or report is a good way to enrich the content for our readers (and also helps our SEO efforts). Please copy the URL into the body of the text in the appropriate place and we will make sure the hyperlinks are added when the article is uploaded to the website.

Under copyright law, it is permissible to use direct quotes from other published content (books, articles, etc) as long as these are cited correctly. If you quote from a book, please include the title, author, publisher, and page number of the quote. If you quote from an online blog or article, please include the full URL. Your editor will be able to advise further on best practice for citations and permissions.

If you would like to include charts or graphs in your article, please ensure that these have a title, labels on both axes and a key if necessary. Please also specify where the data has been sourced from. It is best to make reference to the chart in the text of the article, rather than including it without acknowledging it - a reader should be able to understand quickly why the chart has been used and what value it adds to your analysis.

Here are some general guidelines on the formatting of your text:

- It is not necessary to use double spaces at the beginning of sentences.
- Take care not to excessively capitalise words. In general, only the names of people and companies need to be capitalised.
- Write numbers from one to ten in words, and then use figures for 11 upwards.
- Use the symbol % rather than writing out 'per cent' or 'percent'.
- We prefer dates to be formatted as 25 January 1972.

## SUBMITTING YOUR ARTICLE(S)

When your article is ready for submission, please send it as an attachment in Word (or equivalent) to [editor@propertychronicle.com](mailto:editor@propertychronicle.com).

If you have included charts or diagrams in your article, please send these as separate attachments. Make sure that you have permission to include these where necessary. If you have made the charts yourself, please send these in the original Excel (or equivalent) format. Please also make sure that it is clear where the charts will need to be inserted in the text of your article.

We encourage suggestions for the image(s) to go with your article, and please do provide your own images where appropriate (but make sure to avoid copyright infringement).

As content will be uploaded to the *Property Chronicle* website on a rolling basis, we don't have any strict deadlines. We will liaise with contributors individually as to when their next article is due.

## MARKETING & PROMOTION

*The Property Chronicle* is available online ([www.propertychronicle.com](http://www.propertychronicle.com)) and as a quarterly print edition distributed to a select distribution list. A weekly message is sent to our mailing list subscribers, with details of all the latest articles published on the site. Please help us to promote *The Property Chronicle* by:

- sharing links to your article(s) on social media, especially Twitter and LinkedIn
- encouraging colleagues and friends to read your article(s) on our site and to sign up to the mailing list to receive regular updates
- adding your role as 'contributor to *The Property Chronicle*' or a link to your latest article to your LinkedIn profile or email footer
- sharing your article(s) with your own or your organisation's mailing list

If you know someone who is interested in becoming a contributor, or if your organisation is interested in becoming a partner for *The Property Chronicle*, we would be pleased to discuss this. Please get in touch using the details below.

*When we have published your article we will send you a link to it for you to distribute, re-publish, use as you like. We will promote it across all our channels, and hope you will want to do the same.*

## CONTACT US

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