

## Authorship;

**All articles must be the original work of the author and must not plagiarise or infringe anyone else's copyright.** While we freely acknowledge its value as a research tool, please do not copy and paste from the Internet. Research carefully – the internet is full of errors and opinion, touted as fact. Authors may provide a source list/ bibliography or suggested further reading. Sources will not normally be published but further reading may be, at the editor's discretion. Do not quote or use Wikipedia as a source.

## Style;

There are few stylistic constraints, as the individual voice of the author adds variety of content and perspective. However, please note the following:

***Avoid references to events that are contemporaneous to the time of writing.*** This quickly dates the article and may no longer be relevant in a year's time. The magazine is seasonal and so becomes current time and again.

***Avoid references like 'in this article' or 'for the purposes of this article'.*** We are attempting to create the illusion that a person is talking rather than writing. State your intention by referring to the subject, the article is just a means of expressing what you have to say.

***Do not promise future information or future articles.*** Such promises often cannot be kept for a variety of reasons.

***Avoid admitting directly to lack of knowledge.*** We work on the basis that the knowledge is in a pool that is accessible to everyone. Someone will know. If something is outside your experience there are other ways to express this.

***It is good to indicate that you have experience and/or knowledge in the subject area.***

It gives your readers confidence that you know your subject.

***Do not say things in your article like 'I had a look on the internet' or 'I got this from the internet'.*** It is acceptable to recommend and include the web address of a good quality website that related to whatever you are writing about. Your own blog or web address can be included at the end.

***If you don't trust a piece of information or a generally held opinion, based on your own knowledge and experience, it is okay to express your reservations.*** You must justify this in a manner that is not personally prejudiced or slanderous.

***Do not use racist, sexist or prejudiced language.*** It will be edited out and the article may be withdrawn.

***Please be concise.*** Most especially in tutorial/instructional articles. Asides and anecdotes are more suited to recounting adventure, exploration, and wilderness experiences, for example.

## Copy;

Authors should format their own work as little as possible because the Editor reserves the right to design and format articles according to the magazine's needs.

House style is single line spacing after paragraphs. No first line indent on new paragraphs. 'Bushcraft' is one word.

Seasons are capitalised when used as a noun, but not adjectivally e.g. "foraging in Spring" and "spring foraging".

Species names are capitalised for first use, and should be accompanied by the Latin name for precise reference. This is especially important with plants and fungi, but also for readers and authors abroad to avoid confusion with common names. Thereafter use lower case, unless beginning a sentence. All Latin names should be italicised.

**English authors, please use English spellings. American authors we recognise the right to use your own native spellings and we will publish as written (unless misspelled).**

The Editor reserves the right to 'edit' articles to reflect the style of the magazine. This may result in copy being moved to boxes separate from the main body of text. The author's style will be interfered with as little as possible unless it is deemed to have faulty grammar, or read incoherently, by the Editor and Consultant Editor. Wherever possible anything other than minor edits will be done in consultation with the author.

Authors should get someone to proof-read their copy before sending it.

## Measurements;

Any measurements, e.g. length, quantity, distance, weight, can be in the author's preferred units - metric or imperial, but please include the alternative equivalent in brackets.

Please space the abbreviation of a length close to the number e.g. 25cm **not** 25 cm.

## Photographs;

Photos of some kind should accompany all articles. Please **do not embed them in a document**. If you do so they cannot be used, as they only represent a screenshot and the quality is too poor. A copy of the original full size photo must be on my computer in order for it to reproduce at full resolution.

Photographs should be sent separately so that they may be laid out by the Editor. They should be of high quality, sharp and of file sizes of larger than 1 megabyte, a minimum of 300 dpi, and sized at a minimum of 44cm width. This gives the Editor the option of using it across a double-page spread.

Once received, all images require processing before going to print and so need to be available to the editor in their original form. A few may be e-mailed at a time, as long as the total (per e-mailing) is less than 20 megabytes; Google drive or a cloud repository can be used with a provided link.

Authors putting together a 'package' of text and photos may like to have in mind their preferred main image which may be enlarged to full page or laid across a double-page spread. Please make it clear where the text refers to a particular photograph by giving a corresponding number at the appropriate point.

Authors are asked to include a small amount of personal/professional information and contact details for inclusion on the Contributor's page. This should be 100 words or less. A head and shoulders, high-quality 'mugshot' of the author is also requested for the same page.

## Length;

We prefer all articles to be illustrated in some way so please allow room for photos.

750 – max. 1000 words equates to 1 page in the magazine with 1 photo

1500 words with 3 smallish photos equates to a double page spread

2000 words with 6 photos equates to 4 pages in the magazine

2500 words with more than 6 smaller photos equates to 4 pages in the magazine.

**Please make this the maximum length.**

Please note: *I will only extend an article over 5 pages in exceptional circumstances* so please bear this in mind if you have a lot of photos that are important to the piece.

Please keep articles concise. I would appreciate some short articles , i.e. 1 or 2 pages of the magazine.

## Adverts;

In return for an article we offer a free quarter page advert to run for the next issue. In addition, you and your bushcraft school may be given prominence in the authorship and intro. to the article and again on the contents page. Alternatively, contributors may prefer a year's free subscription to the magazine instead.

Advertisers should prepare their own advert to a professional standard and send it by e-mail, online drive e.g. Google, via a cloud storage, file transfer system or on disk. The preferred format is a (.jpeg) including read-only text, though a Portable Document Format, (.pdf) is acceptable. Please do not embed images in Word. Resolution should be 300dpi - anything below this cannot be used - and the image should be in proportion to, but larger than, half a page of A4. Text should not be too small in case the ad has to be shrunk down to fit. The advert should be assembled out of photos that are on your computer and not low quality or internet images and should not infringe copyright.

Please check all spelling and grammar before sending - we will not use anything that is mis-spelled or inadequate English.

Pdfs should be on **press quality** setting (the highest quality) and should have **trim marks** and **bleed** (an over-size bit containing nothing important, so that that can be cut off) if any part of the ad touches the edge of an A4 page. Any photos in a pdf ad. should first be converted from RGB to **CMYK**. If this is beyond your IT skills, please contact the editor, who may be able to help.