



# BRITISH BUSINESS GROUP

ABU DHABI

## **BBG Capital Letter Magazine**

The BBG Committee and editorial team of Capital Letter welcome articles and news from members and their companies that may be of interest to the readers of the magazine. The following guidelines are intended to ensure that articles provided meet the editorial policies of Capital Letter.

The magazine has two main functions. One, of course, is to keep members informed on matters and events of interest and to provide a forum for member's views and news. The audience of the magazine also includes senior local Government officials, leading local businesspeople and to a lesser extent, businesspeople and politicians in the UK.

Its second function, which is equally important, is to report on and to promote the development of the economic, business, educational, cultural and political partnership between the UK and the UAE. For this reason, much of the material in the magazine needs to be relevant to this broader audience, and over the years, we have been delighted to include articles on and interviews with leading government figures from both countries.

With the above criteria in mind, the editorial committee of Capital Letter welcomes submissions of articles for publication which meet the following guidelines.

☒ **CONTENT:** Copy which is blatant advertising for a particular product or service of the company or individual submitting the article will be rejected. Capital Letter is happy to accept paid advertising for such products or services.

☒ **RELEVANCE:** Except where agreed in advance, copy which is not directly related to UK & UAE with the broader objectives of promoting the UK-UAE partnership or which does not contribute to a better understanding of how business in UAE is best done is unlikely to be used.

☒ **NEWS ITEMS:** Items of news, such as contract awards, establishment of new ventures, new business wins or visits of very senior representatives are particularly welcome.

☒ **PUBLICATION:** Copy is accepted on the understanding that there can be no guarantee of publication, either generally or in a particular issue, where insufficient space may be available. The editorial committee has the right to edit the material to meet the size and quality criteria of the publication. Preference will, of course be given to material submitted by paid up Group members or members' companies.

☒ **PHOTOGRAPHS:** A good photograph always helps an article to be noticed and read. The editorial committee can advise on the kind of photograph that would be most appropriate to support a given story. Please submit a photograph / image with each submission and if possible, confirm there are no copyright restrictions on the image(s).

☒ **WORD COUNT:** Quarter Page News/Event Updates - 200 words (150 with 1 small image); Half Page Feature Articles - 500 words (300-350 words with 1 image); Full Page Article – 1,000 words (800-850 words with 1 image); 2 Page Article 2,000 words (less 200 words for every image included.) Kindly note that all content is subject to edits by the Editorial Panel. We request that word counts are adhered to as strictly as possible please.