

## Writing to GIS Professional

### GIS Professional readership

GIS Professional is the leading platform for senior professionals and managers developing and using geographical information systems. GIS Professional's readers work in the broad field of spatial data application, management, interrogation, collection and processing. It consists of a website ([www.gis-professional.com](http://www.gis-professional.com)), a magazine (6/year) and a weekly newsletter.

For over a decade GIS Professional has widely been regarded as the leading UK industry title with a growing readership spreading over the world.

We cover a wide range of topics that stretches across the GIS industry, including:

- GNSS
- Big data
- Addressing
- GIS data storage and management
- Emergency Services Mapping
- BIM
- Smart Cities

### Contributing to GIS Professional

You are about to prepare an article for GIS Professional. We have our editorial guidelines however we like you to know some backgrounds so the article can have a greater impact – and this may be more successful for you as well.

#### Online publication

We are publishing online first and also in the magazine that you know. We see a trend in the last years that the articles are 'consumed' more online, also the older articles that now are easy to find through Google and of course in our own website search engine. So, apart from the guidelines, there are some additional aspects to take into account.

#### Focus!

We have a maximum copy size of 1,500 words. You can use all of it but our experience is that it's good to have a focus. What is the subject? What is the problem you are solving? What equipment or software has been used? When writing, keep a logical build-up in the information, keep the focus sharp.

#### Information density

Why do you like reading GIS Professional yourself? We keep the information density high. So when writing, **keep the focus**. When writing, many people use 'thinking sentences' that help their own thoughts but that can be deleted when reading back as they don't always add much to the text.

## Be clear: headers

The header is the primary attraction of the eye. This should already make clear (descriptively) what the article is about, the subheader can support this. Keep the header short, up to five words, the subheader may be longer.

Use sub-headers throughout the copy that also describe the following 2-3 paragraphs well. The paragraphs should be readable in a breeze: ideally they are between 100-150 words.

## Keywords!

Google and our own search engine work with keywords. So do use commonly used words that assist your article being found! Sometimes in your business or direct work circle different words are used. You still can do that but think of using the common words, especially in the headers, intro text, image captions and subheaders. But there's no need to exaggerate.

## The first sentences of the intro

We see many authors beginning their papers with a rather 'woolly' introduction that adds to the copy but give the backgrounds of the paper rather than what the article is about. The first sentences should really introduce the main subject of the article. What are you going to solve? What will the reader take from this article?

## Readability

People want to have a text that's easy to read. Especially on screen. And remember that GIS Professional also has a readership that may be less familiar with English. For a good readability

- Keep the sentences short
- Use common every-day language where possible
- Avoid difficult words, acronyms or lingo – and when you do so, explain their meaning the first time you are using them.

## Make use of online: multimedia

We like you to add online features and multimedia. Do you have videos? We can embed them! Just include the Youtube, or Vimeo URL and we will arrange it. Alternatively, you can send the movie (using wetransfer.com). Of course, in print, we can't use this but we will make a reference to the video that is available online.

## Image captions

A special word on the use of image captions. They are linked to single images and need to be short. So where in print you can use combined images (like Figure 1a, Figure 1b, Figure 1c), online this is not possible and they will be changed into Figure 1, Figure 2, Figure 3 with their individual caption. Keep the captions short and descriptive, maximum 5-7 words. If an image needs more explanation, do so in the body text and refer to the image.

## Article definitions

**News** - press releases we've received and stuff we've scraped from other websites, newsfeeds etc

**Features** - more than one article built around a theme/topic

**Reports** - reports from editorial contributors on events such as press launches, conferences, exhibitions, seminars etc

**Previews** - article or report about a new product or service

## **More information**

Do you have further questions? Please contact the content manager.

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