

# Editorial Guidelines: Technical articles

*iVT International — contributor reference*

## Technical articles

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iVT's technical features section is designed as a practical resource for engineering professionals across the off-highway and industrial vehicle sectors. The majority of our readership consists of OEM engineers, vehicle designers and technical decision makers who use this section of the magazine when specifying components and technologies for new vehicle platforms.

To ensure articles deliver maximum value to this audience, technical submissions should prioritise engineering substance, clarity and applicability over general product overview or marketing messaging.

Technical articles are offered on a complimentary basis to advertisers and are not available as a paid placement. Inclusion of a technical article is contingent upon the booking of an advertisement within the same issue. Submissions are accepted up to a cut-off date confirmed by the sales manager on an issue-by-issue basis. Material received after this deadline cannot be guaranteed publication in print and will instead be published online at the editor's discretion.

All technical articles must conform to iVT's editorial guidelines and house style. Submissions that do not meet these standards will be returned to the contributor for revision or may be subject to editing by the iVT editorial team prior to publication. The editor reserves the right to decline any submission that, in their judgement, falls short of the publication's editorial standards or is unsuitable for the intended readership.

## Content expectations

Successful technical articles clearly demonstrate how a product or technology functions, why it has been engineered in a particular way, and how it solves real-world vehicle design challenges. Authors are encouraged to include the following elements wherever possible:

- **Technical specifications and performance data** — key metrics such as dimensions, power ratings, efficiencies, tolerances, operating ranges, environmental limits, compliance standards or lifecycle expectations.
- **Design architecture and engineering rationale** — insight into how the product is structured, the reasoning behind key design choices, and the trade-offs addressed during development.
- **Differentiating technical features or innovations** — a clear explanation of what sets the product or technology apart from existing or conventional solutions in the market.
- **Application-focused relevance** — how the technology addresses specific off-highway, industrial or vocational operating challenges, and how it integrates into vehicle or system design.

## Scope and focus

Rather than attempting to cover a full product portfolio at a high level, contributors are encouraged to focus in depth on one or two of the newest, most innovative, or most technically distinctive products or technologies in their range. Concentrated technical exploration is generally more valuable to our engineering-focused readership than broad overviews.

## Editorial support

The iVT editorial team is happy to provide guidance on positioning, tone or technical focus prior to submission and to review revised drafts as needed. Our objective is to work collaboratively with contributors to ensure each article achieves the strongest possible impact and serves the needs of our specialist readership.

## Copy requirements

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All editorial submissions must be provided as Word documents written in third person. Articles should be up to 600 words for a full-page article or up to 300 words for a half-page article. Adherence to the specified word count is preferred for layout purposes.

Contributors may submit suggested headlines and standfirsts, though these remain subject to editorial revision in accordance with iVT's house style. The editorial team will make final decisions on all headlines and introductory text.

Product and company names should be written in lower case unless they are acronyms. When using an acronym for the first time in your article, provide the full company or product name. Job titles must be written in lower case throughout. Copyright and trademark symbols will be removed from final copy as per house style. Such symbols are typically used for information purposes on marketing materials and packaging. They do not confer any additional trademark protection in law and therefore are not typically used in any editorial or academic writing, anywhere in the world.

Do not use bullet points, bold text, or hyperlinks in your submission. These formatting elements are not compatible with iVT's editorial style.

iVT technical articles provide information to our readers using our editorial style sheet. In this way readers understand that, while often provided by advertisers, such articles are produced with editorial oversight, lending them authority that is quite distinct from advertising or paid-for advertorial.

## Images

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Contributors should designate one image as essential for publication, plus up to two additional images at the editorial team's discretion. Please note that we may or may not use accompanying images depending on layout requirements and editorial considerations. Images with logos and/or text are not permitted for editorial use.

All photographs must be submitted as separate TIFF or JPEG files at approximately 300dpi resolution and around 20 x 20cm in size. Images embedded within Word documents cannot be used for publication.

Each image must be accompanied by a caption of appropriate length, or alternatively, provide a detailed description of the photograph to enable the editorial team to write suitable captions.

## **Video content**

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QR codes are not permitted in standard editorial articles. The only exception is for technical articles where QR codes link directly to the corresponding page of iVT's digital edition with embedded video content. This policy ensures readers experience a seamless integration of multimedia content without being redirected to external platforms. Please note that an additional fee may apply for video integration with QR code functionality.

## **Proofing process**

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Full-page articles will be returned to contributors as colour PDFs prior to publication for factual verification. The standard turnaround time for PDF review is 24 hours. If you require additional time to review your proof, please inform the editorial team at the beginning of the editing process. This allows us to prioritise your article and expedite the proofing stage accordingly.

Please note that PDF proofs are only provided for full-page article submissions. Half-page articles will not be sent for contributor review before publication.