



The Amateur Beekeeper

Contributor Guidelines

The Amateur Beekeeper is the journal of Amateur Beekeepers Australia. It is circulated monthly to an audience in excess of 4000 by email. The journal has recently moved to a fully responsive webzine format. Currently nearly 60% of readers use a mobile phone to read the journal.

90% of the audience is over 45 with a slight male skew. All are beekeepers, however the technical understanding and experience varies significantly.

Style: The key issues are Relevance and Readability.

Relevance: TAB is first and foremost a source of information on the broad subjects of Bees, Beekeeping and Bee Products, for amateur beekeepers. Having said that we encourage a wide range of relevant material including scientific / research content. Please include references where applicable.

Readability: Please be careful with your lexicon. Explain your jargon and define your acronyms. Keep your sentence length under 15 words if possible and use simple structure. The easier you make the article to read the more it will be read.

Opinion and conjecture: Opinion and conjecture are fine as long as you identify where the objectivity ends and the subjectivity starts.

Article Length: 750 to 1500 words. Please include charts, graphs, tables and images. We do not publish articles without some images.

Please provide the copy in a word document. Please ensure any included hyperlinks are active and work. Please include images placed how you want them to appear, in the document. Please also supply full size versions of the images. Ideally we would like a main hero image for the article that is 1920 pixels wide at 72 dpi.

If you don't have access to image editing software please supply the full size versions of all images.

Issues and deadlines:

We have retained the bimonthly deadlines even though we have moved to a monthly publication. This gives us greater flexibility to balance the content in the issues and also allows month specific messaging. (e.g. AFB Awareness Month in October)

Deadlines are:

15th January for February and March

15th March for April and May

15th May for June and July

15th July for August and September

15th September for October November

8th November for December and January Issues

Publication dates are the last Tuesday of the month preceding the Issue Month- Actual dates may vary to avoid heavy email periods like Black Friday and Boxing Day Sales

Supply of copies and images:

All copy and images should be sent to Editor@beekeepers.asn.au If you have image files which are too large to email please request access to a google drive folder.

Editing: Please only send copy that has been thoroughly edited and spell checked. TAB reserves the right to edit copy supplied to the publication on the grounds of correctness, subject matter, language used or for any other reason the editor of TAB sees fit. The editor of TAB also reserves the right to decline to publish material supplied without giving cause.

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Advertisements: Currently TAB accepts no charge advertisements for Club and Beekeeping community activities. **We no longer accept material supplied as a full or part page display ad.** The change of format to a webzine means needs to be supplied as a short text story plus separate images, logos etc. Please supply all copy as word documents and separate full size images. If you have a preferred layout, please supply it as a word document. We will do our best to replicate your design.

For all enquiries please email editor@beekeepers.asn.au.

The Editor is Fiona Fernie