



## GENERAL SUBMISSION GUIDELINES

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- 1. Topics.** Article topics should be of interest to a marketing audience. This covers a broad range of marketing-related subjects. Topic selection is the choice of the writer.
- 2. Article lengths.** Articles can range from 250-500 words.
- 3. Style of writing.** Marketing Update prefers first-person articles, where the writer gets a byline. Articles written in press release style, where the “writer” is quoted in the text, are not acceptable. Topics and style of writing should be aimed at middle to senior level; you are writing for a well informed audience. Marketing Update likes articles that provide practical information, experiences, and research to readers that can spark ideas for their own workplaces. Articles should not be self promotional or promote the writer’s organisation. Heavily referenced and footnoted articles, such as university essays, are not acceptable.
- 4. Article assessment.** Articles will be assessed by the editor in conjunction with a senior marketing professional in the topic area if required. The editor will inform the writer whether the article has been accepted or rejected. We aim to provide feedback via email within one month of submission.
- 5. Photos, tables, and illustrations.** Where relevant, quality electronic colour photos, graphs, illustrations or other graphics can be included with articles. Graphics should be submitted in JPG format as separate files, not as part of a Word/Office file, at a resolution of a minimum 72dpi.
- 6. Author photo and biographical details.** Include brief biographical details relating to your “credentials” for writing the article. A good-quality electronic photo (JPG format) should also be included.
- 7. Submission procedure.** Articles in Word format can be emailed to the editor, Courtney Grigor, at [courtney.grigor@ami.org.au](mailto:courtney.grigor@ami.org.au).
- 8. Marketing Update** also publishes book reviews. If you are an author or publisher with a marketing-related text you would like reviewed, post it to the editor.
- 9. Enquiries.** Any further questions can be addressed to Courtney Grigor on telephone (02) 8256 1650, or [courtney.grigor@ami.org.au](mailto:courtney.grigor@ami.org.au).

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