

Editorial Guidelines

Broker World Magazine

Behind the bylines . . .

BROKER WORLD publishes original articles, letters to the editor, news releases, and brief reports on industry studies or evaluations. Material should be written to independent producers, who select the products best suited to their clients' needs from a variety of companies and marketers, and who need to be on the cutting edge of product, underwriting, and industry news. Authors are selected among producers, general agents, wholesalers, home office personnel, association executives, consultants, or ancillary industry vendors/consultants.

Deadline is six weeks prior to the month in which material will be published.



Articles are considered with the understanding that they have not been published previously and are not under consideration by another publication. Highly commercial or "advertorial" material is not accepted. BROKER WORLD readers embrace professional and timely articles that use examples and case histories on such topics as product marketing ideas, estate planning approaches, small business management experience, industry trends, etc. Charts and graphs can be included to enhance copy. Articles should be between 1,000 and 2,000 words. A high resolution digital color photograph of the author should be submitted (minimum 300 dpi) with a two to three paragraph biography.



Letters to the editor discussing recent BROKER WORLD articles or other topics such as legislative actions, industry trends, or product evolution are welcome. Anonymous letters will not be accepted. Word count should not exceed 500.



News releases are used as space is available. Insurance company, brokerage general agency, association, and educational institution news releases take priority over other sources. Copy should not be "advertorial" in nature but should include important information about the topic. Word count should not exceed 250.



Brief reports on industry studies or evaluations are accepted from reputable organizations, but they must be objective and provide readers with useful information regarding industry trends. This type of information is also used as space is available. Word count should not exceed 1,000.

Prospective authors are strongly encouraged to discuss article ideas with the editor and/or submit an outline before using valuable time to complete an entire article.

All editorial materials should be sent to the editor, Sharon Chace, by mail, fax (913.383.1247), or email (schace@brokerworldmag.com).