

## GUEST EDITORIAL GUIDELINES

### Purpose

The primary reason for the inclusion of guest editorials is to enable the readers of Lab Animal Europe (LAE) to have access to informed views and expertise on a particular subject area. Invited guest editors will be experts in their field who can write articulately about their specialist topic, providing personal views but without promoting the products and/or services of any particular organisation.

### The Guest Editorial SHOULD:

- Be thought provoking
- Be concise, no more than 800 words
- Contain personal opinion
- Include anecdotes
- Use appropriate humour
- Be mindful of the readership, having a readership from Vets to Scientists and from Animal Technologists to Facility Directors, it should hold broad appeal
- Be easy to read, simple but not condescending
- Have an awareness of the International perspective, over 30 countries receive LAE

### The Guest Editorial should NOT:

- Be a sales exercise
- Be obviously a self promotion piece
- Court controversial without supporting evidence
- Be too long, over 1000 words is too many
- Suggest that any organisation, Product or service is better than any other
- Suggest that any organisation, product or service is inferior
- Include too much jargon
- Assume that others will understand your science or theory

### We are here to help:

Please do not be put off by the above, the expert editorial team at Lab Animal Europe and the copyediting team at our parent group Lab Animal in the USA are experts at turning your insightful but poorly structured editorial into a work of art! But be warned anything that falls outside of the above guidelines will be edited out of the final editorial piece. We are here to help and if you need any advice please do not hesitate to contact us:

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### Final Approval

Once the piece has been reviewed by the editorial team in the USA, the Guest Editor will receive a proof for final approval 2-3 weeks before publication deadline therefore allowing the Guest Editor to view the final version of the editorial piece prior to publication. However if feedback is not received from the editor within the given period, Lab Animal Europe will proceed to print with the piece assuming the final proof was deemed satisfactory by the Guest Editor.