

HRM contributor guidelines

May 2017

About HRM magazine and HRMonline

HRM magazine is published by Mahlab Media on behalf of the Australian HR Institute (AHRI) 11 times a year and is one of Australia's most credible magazines for HR professionals.

A member-based association, AHRI is the peak body for HR and people management professionals in Australia and the third largest HR association in the world. HRM magazine and HRMonline are key communication tools for the association, as well as being a valuable resource and learning tool for HR professionals in their day-to-day jobs. The magazine is considered by members to be one of the most valuable AHRI membership benefits.

HRM magazine is part of an overarching content strategy that functions across various platforms, including the website HRMonline, and daily enews HRM AM and HRM Weekend Update. All platforms are dedicated to providing thought-provoking articles on the world's best practice in HR management, stimulating debate and interest, as well as providing practical solutions to workplace issues.

An important part of AHRI's role is to provide its 20,000 members with information and insights that help them succeed as HR professionals and contribute effectively to their organisation. This means delivering informative, engaging, relevant and useful content via the various content platforms, including HRM magazine and HRMonline.

The HRM magazine comes out at the beginning of each month (excluding January). Its print run is approximately 15,000.

Who reads HRM magazine and HRMonline?

HRM magazine and HRMonline readers are at mixed stages in their HR/people management careers ranging from student and graduate level to general management and HR director level within a mix of private and public sector organisations, as well as universities and academics.

The print magazine is provided to all professional members of AHRI and is also available by subscription. HRMonline can be accessed by anyone who is interested in the content.

HRM readers are well-educated, intelligent and require information that provides in-depth analysis on various topical issues that affect them in their workplaces and careers. Articles should provide key take-aways regardless of career stage. Articles must be thoroughly researched, balanced and provide a new angle on well-established topics or a new topic altogether.

Overview of AHRI membership and HRM readers:

- 50% of AHRI members are in middle management, senior executive roles and director/executive roles.
- 80% have a minimum undergraduate degree, with 50% of that group having a formal postgraduate qualification.
- 77% of HRM readers work in companies with more than 101 employees.



Submitting an article

While the majority of articles that appear in the print magazine and on digital are written by professional journalists, the editor of HRM welcomes proposals for editorial contributions to both HRM magazine and HRMonline, on any subject, at any time.

Pitches and submissions should be made via email to:

Amanda Woodard
HRM Editor, Mahlab Media
Email: hrm@mahlab.co

All contributions will be published at the discretion of the editor. Sometimes articles are declined because of their content or quality, or because HRM and/or HRMonline has covered too many articles on that topic.

Submitted articles may be used for HRM magazine or HRMonline, whichever platform is relevant.

When submitting an article, please provide the following:

- A well-written, thought-provoking, unique article that is the correct word length and submitted in a clean Word document. Please make sure you've proofread it
- An author biography of 2 – 3 sentences, including name, post-nominal letters (where applicable), title and workplace
- A high-resolution headshot of the author
- An article summary of up to 30 words
- Relevant images and diagrams, with captions and credits, where possible. Photo suggestions are welcome. If images/diagrams are to appear in a certain place in the article then direction should also be provided.

What to consider when making an editorial contribution

- **Make it relevant.** Most importantly, contributing articles must be relevant and applicable to HRM readers, focusing on issues, insights and topics that are relevant to HR professionals in their daily working career.
- **It can't be an advertisement.** Editorial submissions are to be strictly non-promotional. The article must be of genuine use to the reader. It's acceptable to refer to a product, business or case study in reference to the article but must be presented in an unbiased and informative way.
- **Have you got the rights to publish it?** Before submission, contributors should ensure that rights are cleared for the publication of the text and images in HRM magazine and HRMonline, and any other associated AHRI communication platforms.
- **Be unique, show personality and know your topic.** Submissions that show personality and individual voice are encouraged. The editor is looking for sharp-eyed perspectives and narratives, bursting with personal insight. The writer's unique knowledge, experience and passion should be evident in every article you write. If the article does not have something valuable, compelling and personal to add, avoid the subject.
- **Timelines.** Please note that the editor works three months in advance of the published dates for the magazine.
- **Style of writing.** Articles should be written in a magazine/website style, with the main point of the article highlighted in the introduction. The style of writing needs to be clear, concise and straightforward, avoiding jargon and industry speak, as well as long, complicated words. If a short word will suffice, always use the short word.
- **Include extra information/key take-aways.** You are encouraged to include advice for further reading or extra relevant information/tips that could be used in a breakout box (this may or may not be published).
- **It's not an academic journal.** HRM magazine and HRMonline are not academic journals and therefore articles should not be written in the style of a journal article. Footnotes and references are

not published. Sources and acknowledgements, where necessary, should be complete and contained.

- **Word count – print magazine.** Word counts in the magazine vary from 500 words for a single page article with image to 2500 words for multi-page features. Shorter, concise pieces are more favourable.
- **Word count – online.** Articles for HRMonline are to be between 400 – 800 words in length and concise; remember that online attention spans are short. Use bolded sub-headings to guide your readers through the article. Authors are encouraged to include additional links to external sites where it's going to make the content more valuable and informative. Don't overdo it though and compromise readability. The same applies to using keywords for search engine optimisation.
- Previous issues of the magazine can be requested to determine writing style and the types of topics covered.

Please be aware that each article is edited

All submitted articles will go through an editing process prior to being published and may be amended due to clarity, grammar, space or other reasons. Authors will have the opportunity to see their edited article before it is published.

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