Tips for Contributors

Target your contributions to our readership

Our readers are involved in the pest management industry

– As owners, technicians or staff working in pest management businesses
– As companies that manufacture or supply pest managers with everything from insecticides, spraying equipment and rigs, rodent control products and business services.
– As researchers, consultants, Government bodies (state, federal, local) and international organizations involved in the pest management industry.

Target your contributions to one of our sections

a. News – business, company, general news and staff appointments relating to pest management. Maximum story length 500 words, plus a high res photo or two.

b. Termites – feature-length stories, with a technical or practical emphasis. Up to 1000 words plus photos (or less if you have lots of photos).

c. Tech Talk – Similar to the “Termites” section above.

d. Market Insights – special targeted features in each issue, up to 600 words plus a photo or two.

e. Business Management – Articles on small business management such as accounting, training, recruitment, promotion, insurance, marketing etc. Up to 600 words plus a photo.

f. Product and Services News – Up to 300 - 500 words plus a photo. Don’t make it read like advertorial. Keep the article informative and credible as our readers will see right through sensational claims.

Keep word counts in mind

• Around 600 words plus a headline and an image or two will fill one page.

Please try to write according to our editorial style

• It is straightforward. Check a copy of the magazine to get a feel for our style.
• Job titles should be in lower case.
• Don’t include ©, ® and ™ symbols or contact details (email and web addresses, and phone numbers).

Include quotes from people (include names and titles)

• So the editorial doesn’t read like advertising copy.

Put the most important news at the top of the story

• If we have to cut stories for length we generally cut from the bottom, so any dramatic announcements stuck in the final paragraphs could well be lost.

Email articles and high resolution photos

• Editorial should be in MS Word format and photos should be high resolution JPGs.
• All editorial contributions and photos should be emailed to the editor as attachments. No pdf’s please!

Please try and meet our editorial deadlines!

• Talk to the editor if this is going to be a problem – we can be flexible if we know what is coming.

Lastly, If you are not a professional writer...

• and you’re tempted to write your own articles, please consider using a PR agency.

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