

Contributor Guidelines & Specs

Contact: todayshotelier@naylor.com

OVERALL GUIDELINES

Articles should be between 600-700 words, free of opinion statements, and written in third-person perspective. (No use of "I," "me," "we," etc.)

EXCLUSIVITY

Content must be exclusive to Today's Hotelier. It must not have been published (online or in print) elsewhere prior to its publication in Today's Hotelier, nor can it be published elsewhere (online or in print) once it has been published in Today's Hotelier.

SUPPLEMENTAL NEEDS

Though not required, we can print a brief writer's bio and a headshot. If there's a link in the bio, it will be live in the online version of the article.

Sample bio: *John Doe is the VP of Strategic Operations for Acme Supply Co., and he specializes in supply chain infrastructure management for companies in the packaging and finishing industries. He can be reached at email@internet.com or 800-555-5555.*

GROUND RULES

Today's Hotelier cannot publish anything that appears to direct readers to a specific product/service/etc. Readers want to be given unbiased information and don't want to feel like they're being sold on anything. Also, readers will view unbiased articles as more authentic than articles that read like a product pitch.

PUBLICATION VENUE

There isn't always room in the magazine for contributions, but we do publish web-exclusive content on todayshotelier.com.

CONTRIBUTOR FREQUENCY

Aside from a few notable exceptions, Today's Hotelier spreads out contributions to the magazine among as many different people and companies as possible to give a broad and diverse view of the industry. This essentially means not using the same contributors too often and not in subsequent issues unless there's a good reason to do so. Contributors are typically limited to two or three submissions per year, but – as of now – web-exclusive articles can be published monthly by the same contributors.

UNSOLICITED CONTENT

Today's Hotelier regularly receives unsolicited contributions and cannot guarantee the publication of any material that has not been discussed and approved prior to submission with the Today's Hotelier editorial staff.

PAYMENT

Today's Hotelier does not pay contributors for content, nor does it accept payment to publish content.

For more details, visit: bit.ly/TodaysHotelierEdPlan