

## Guidelines for Authors

### ***Ingenia* aims to:**

- publish articles that are clearly written, thought-provoking and authoritative
- convey the importance, challenge and excitement of engineering in its many forms
- inform and stimulate opinion formers within and without the engineering profession.

### **READERSHIP**

We send out 11,200 hardcopy versions of the quarterly magazine. Each copy is read by an average of three people. Readership includes Fellows of the Royal Academy of Engineering, senior engineers in industry and academia, senior managers in engineering or engineering-related companies, engineering undergraduates, A-Level students in 3,000 schools, MPs and civil servants involved with engineering issues, and city analysts and bankers and consultants looking at engineering and related investment.

The magazine is also available online at [www.ingenia.org.uk](http://www.ingenia.org.uk). This receives an average of 150,000 visits a quarter.

### **LENGTH/STYLE/CONTENT**

Articles for *Ingenia* are written on the assumption that readers do not have an in-depth knowledge of the subject, but nevertheless must not be superficial. For example, articles on civil engineering should appeal to chemical engineers, biomedical experts, specialists in information and communications technologies and so on - and vice versa. They must bring out the engineering challenge of the subject and be thought-provoking and authoritative. Wherever possible, articles should aim to be unbiased. Articles should be of a length to be comfortably read at one go (typically 2,000 to 3,000 words, accompanied by four to six excellent photos/graphics). Please note:

- *Ingenia* does not publish footnotes or lists of references but a short list of 'Further Reading' or links to relevant websites is often helpful.
- *Ingenia* does not publish articles that openly market or promote an organisation or product.
- The Royal Academy of Engineering endeavours to promote diversity within engineering and attract people from non-traditional sectors.

### **SUBMITTING AN ARTICLE**

Initially, authors should send a short synopsis of up to 400 words, describing the subject and the intended approach to: Managing Editor, *Ingenia*, Royal Academy of Engineering, Prince Philip House, 3 Carlton House Terrace, London SW1Y 5DG, or by email to: [ingenia@raeng.org.uk](mailto:ingenia@raeng.org.uk)

### **REVIEWING**

Once the synopsis is approved, the Editorial Board will nominate a 'sponsor' from the board who will be the main point of contact – from submission of the article to its acceptance for publication. The Editorial Board reviews all articles prior to publication and often requires changes, which are then discussed with the author. The author is responsible for obtaining permission to reproduce any images where they do not hold the original copyright.

*The Editorial Board reserves the right to make the final decision over what is published.*

### **EDITING AND PROOF CORRECTIONS**

The editors of *Ingenia* will edit articles for length and to conform to our publication style. Author(s) will receive a proof, usually in PDF format, and have the opportunity to suggest final modifications before publication. Authors will receive copies of the relevant issue of the magazine. Permission to reproduce text or images from the magazine should be sought from the Managing Editor at the Royal Academy of Engineering in the first instance.

If you have any further questions please contact the Managing Editor, Gemma Hummerston, on: 020 7766 0679 or email: [gemma.hummerston@raeng.org.uk](mailto:gemma.hummerston@raeng.org.uk) **February 2016**