

## Wireless Marketing Pty Ltd

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# EDITORIAL GUIDELINES

REGIONAL BUSINESS MAGAZINE

## What is REGIONAL BUSINESS?

REGIONAL BUSINESS is a monthly magazine, which is the premier source of information for regional business operators. It provides a voice for the regional NSW and northern Victorian business communities, addressing operational and lifestyle issues that impact on regional business people today.

REGIONAL BUSINESS explores day to day issues relevant to owning, managing, working in, and with, regional business in such fields as banking, finance, training, energy, technology, transport, construction, regional development, real estate, export, recruitment, computing solutions, culture, resource management, retirement, retail, marketing, agriculture, tourism, health, etc.

REGIONAL BUSINESS aims to credibly reflect the innovations, growth and development of regional business communities by providing a resource of relevant information, which connects regional business people with potential clients and colleagues and opens channels of constructive discussion on future regional business policy.

## Who is our TARGET AUDIENCE?

The subjects covered by REGIONAL BUSINESS cover all industries and issues that affect the growth and dynamics of businesses operating in the regions of New South Wales and northern Victoria.

Our target audiences are the people who have vested interests or stakeholders in the regional business marketplace. They are primarily the business owners, their management, staff and sub-contractors; local, state and federal government bodies and the consumers of the business products and services.

In metropolitan centres, the target audiences are individuals or companies, which do business with, or in, the regions.

They are equally male and female, middle and up-market, of working age between 21-to retirement age.

## Why REGIONAL BUSINESS?

Businesses outside metropolitan centres can be tainted by stereotypes that assume on the grounds of their location, that regional business people are parochial, unsophisticated and unprofessional. However, the vast majority are contemporary-minded business people operating in the regions that can claim to be national leaders in their fields; are world exporters of their products or services and who embrace innovation.

These individuals and companies know that proximity and environmental influences are no longer disadvantages of living and working in regional centres. REGIONAL BUSINESS magazine applauds and supports their goal of maintaining dynamic and sustainable business environments, which have global relevancy to provide feedback to all tiers of government.

## What kind of material do we want from REGULAR COLUMNISTS?

Our regular columnists are specialists in every field of business such as banking, finance, training, energy, technology, transport, construction, regional development, real estate, export, recruitment, computing solutions, culture, resource management, retirement, retail, marketing, agriculture, tourism, health, mining, viticulture, transport, etc.

The content of their columns must have relevancy to the regional businessperson, which empathises with their local needs and issues.

Regular columnists are appointed by invitation only. An expression of interest to become a regular columnist can be made by contacting the editor on 02 6885 5361 or [juliet@wirelessmarketing.com.au](mailto:juliet@wirelessmarketing.com.au).

## What kind of material do we want for feature articles?

REGIONAL BUSINESS features investigate issues, which effect the regional business community. There is a balance between the serious and the fun side to doing business in the regions.

Each issue follows a predetermined industry or topic focus.

When a reader picks up a copy of REGIONAL BUSINESS they will hold a true reflection of the mind-set that drives regional businesspeople as well as insight into the issues that effect them from both serious and fun perspectives.



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## The content includes:

- Letters:** Readers are encouraged to air their views, thoughts and opinions on business issues, government policies, the call for change, etc which effect their business
- Calendar:** A month-by-month calendar listing important business dates including events, seminars, training, conferences, trades fairs, etc.
- Notice Board:** business news in brief, highlighting what's new in the regional business world
- Time Out:** a general bi-monthly article, which looks at the lighter side of doing business in the regions. Alternate months will profile a regional business identity.
- Meeting Room:** A round table discussion on specific business themes and issues, targeting the business owner.
- Cover Story:** an issues-based in-depth feature article investigating specific industries or topics
- Regions Section Lead Stories:** The five main regions of New South Wales - Orana, Central West, Albury-Wodonga, North West and the Riverina, each have their own sections in REGIONAL BUSINESS magazine.  
Lead stories to these sections cover any relevant business issue or topic specific to that region (Please see REGIONAL BUSINESS RATE CARD for more information).  
*Maximum words: xxxxxx.*
- Regions - Regular Columns:** The five main regions of New South Wales - Orana, Central West, Albury-Wodonga, North West and the Riverina, each have their own sections in REGIONAL BUSINESS magazine.  
Regular columnists appear in the region sections and are specialists in a variety of business fields offering unique local perspectives about, and how to effectively utilise, their professions. (Please see REGIONAL BUSINESS RATE CARD for more information).  
*Maximum words: xxxxxx.*
- Face Value:** This is a pictorial section that captures images of the people who are the heart of regional business, doing what they do at their place of work.
- Stars:** What the stars have to say about your career in the regions.
- Insights:** A candid question and answer interview with a regional businessperson asking anything from what makes them cry to what their ideal holiday is.

## Writing style/copy format

Present tense for all columns. News style for cover story and serious leads, more conversational style for lighter articles.

Copy, saved as a word or text file, can be submitted via disk (to Level 1, 33 Church Street, Dubbo, NSW 2830) via email to [yvette@wirelessmarketing.com.au](mailto:yvette@wirelessmarketing.com.au).

Photos, saved as 300dpi jpeg files can be submitted via disk (to Level 1, 33 Church Street, Dubbo, NSW 2830) via email to [yvette@wirelessmarketing.com.au](mailto:yvette@wirelessmarketing.com.au).

## Publication dates/deadlines

REGIONAL BUSINESS is published 11 times a year, monthly from February to November. December and January are a combined, bumper issue.

The absolute copy deadline is the first (1st) of the month prior to publication, eg. March 1 for the April issue; April 1 for May issue.

## Submissions

We do not accept copy or photos without prior discussion with the editor. In the first instance phone the editor on 02 6885 5361 or email [yvette@wirelessmarketing.com.au](mailto:yvette@wirelessmarketing.com.au).

## Payment

Material accepted for publication pays \$100/page for copy and photos. Text payment equates to 25 cents per word. We will assign photographers where suitable images are unavailable from the writer or other sources. Payment is made for editorial material when the issue in which the article appears has been released for distribution.

## Contact Yvette Aubusson-Foley

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