



*We Want to Hear from You ...*



***Design News Welcomes Relevant and Important Content***

## We Want to Hear from You

*Design News* wants to hear from you. If you have a new technology, product or service that benefits engineers working in materials, motion control, fasteners, fluid power or electronics and who are using design tools, our editors want to consider your story for publication. This handy guide outlines who covers your area and includes our newly revised article submission guidelines. E-mail often works best and allows the editor to review a story to see if it's appropriate for coverage and where it might fit best for our readers. The phone works, too. If you have a contact you regularly work with at *Design News*, ask him or her how they like to receive information. Failing that, you can always ping me on e-mail. Bottom line: we want to hear from you.



John Dodge  
Editor-in-Chief

## Let Us Tell You How to Do it ... Focus is Key

- *Design News* readers look to the magazine for information that is useful and helps them do their jobs better—and for exclusive content they cannot find anywhere else.
  - **An important information source for design engineers is articles that educate them on solving specific design problems, such as how to reduce backlash in motion control systems or how to manage power in an electronics design.**
- Often, the best sources for these types of articles are working engineers who have deep technical knowledge or first-hand design experience in a particular area.
  - **We're interested in working with contributing writers who have good ideas and in helping them package their thoughts into compelling and highly-useful articles for our readers.**
- If you have a story concept you think might be a potential candidate for a contributed article for *Design News*, that's great! But first, read through the following guidelines, which should help answer many of your questions.

## Let Us Tell You How to Do it ... Focus is Key

- **Contributed Articles:**
  - **Should have a narrow focus around a specific design challenge**
  - **Include sufficient technical depth to be compelling and useful to our readers**
  - **Contain information that is useful to the engineer practitioner, and is not readily available in a textbook or on a website**
  - **Not have been published elsewhere**

## Let Us Tell You How to Do it ... What's Best

- **How-to's, Case Studies and Commentaries** – Our primary interest is in how-to or tutorial-type articles that serve to provide technical information that is useful to design engineers, rather than to promote a company's products or describe successful customer applications. We also accept application case studies and commentaries.
- **Engineers Wanted** – Contributed articles authored by an engineer with an engineering title carry more credibility with our readers than articles authored by a marketing or PR person.
  - **We are willing to consider articles from anyone who can demonstrate deep technical knowledge of the topic at hand and writes at a technical level that is credible for an audience of engineers.**
  - **Superficial articles covering basic, introductory material or merely list obvious “tips” or “guidelines” are not useful to our readers, who are looking for specific solutions to design challenges.**

## Let Us Tell You How to Do it ... Video, it's Hot!

- One of the hottest ways to engage the reader in this Internet-savvy world is through the use of video. We encourage submitting video, along with your story given its popularity and accessibility on the Web
  - Anything from an interview or a product or component demonstration to an example of a system design is ideal to post on our website
  - Example: our coverage of the [chandelier](#) in the production of *Phantom of the Opera* at the Venetian in Las Vegas

## Let Us Tell You How to Do it ... Good Guidelines

- **Write for the Web** – Embed hyperlinks to related technical information on the Web in the article and include any references. If the article is published in the magazine, we will determine, with your input, which links will be included. In other words, write for online. Also, the article will require a one or two sentence abstract for publication on the Web and two headlines: one optimized for search engines (SEO) for online and a snappy, catchy print headline.
- **Writing Quality** – The writing style should be both clear and accessible. We encourage writers to write for our audience as they would members within their own design group.
- **Length** – With the popularity of the Web, articles in both print and online are getting shorter. Write as long as you have to when explaining a complex problem, solution or idea. However, recommended lengths are 700-800 words maximum for a commentary; How-To's, 1,000-2,500 words; and application case studies, 1,000 words maximum.
- **Bio** – The author must provide a short (20 word) biography, head and shoulders shot (at least 300 DPI at 2 by 2 inch format), and an e-mail address that will be published in the article.

## Let Us Tell You How to Do it ... Submission Guidelines

We rarely accept unsolicited articles for publication, but that doesn't mean we are not interested in working with you! To save both you and us unnecessary time and effort, and to ensure the content is useful to our readers, we request you submit only the abstract or outline of your concept to us. Better yet, before you get too far along, contact us directly to discuss your ideas. If we then ask you to develop an article, we will give you a word count (generally 1,500 to 3,000 words), artwork guidelines and a deadline for copy. Once we receive the article, we will:

1. Review the article to ensure it meets the guidelines listed above before accepting it for publication.
2. Ask a panel of readers who are knowledgeable in the specific topic area to review the article and assign it a usefulness rating that will appear with the article in the magazine.
3. Communicate to you our editing comments, and if necessary, ask you to make revisions to the copy.
4. Upon receipt of the final version of the article, the article will then go to one of our in-house writers for final editing.
5. Though we cannot promise a specific publication date, we will give you our best estimate as to when we intend to publish the article.
6. The article may appear in one of several formats in the magazine, namely:
7. Full article in print, with links to additional material on our website at [www.designnews.com](http://www.designnews.com), or
8. A one-page synopsis of the article in the magazine, with a link to the entire article on our website [www.designnews.com](http://www.designnews.com), or online only.

## Let Us Tell You How to Do it ... Your Two Cents

- **Slant** – We also accept contributed content for our Slant page in each issue. Slant is an interview with a *Design News* reader who has experience with or is developing an innovative product or idea that can benefit their fellow engineers. This can include any number of tools, software products, machine systems or gadgets that readers would recommend to their engineering colleagues. The short question-and-answer session consists of five or six questions that should be answered in a short paragraph. *Design News* Web Editor Regina Lynch accepts submissions for Slant. She can be reached at [regina.lynch@reedbusiness.com](mailto:regina.lynch@reedbusiness.com) or 781-734-8194 with submissions or questions.
- **Rant** – Our Rant column is an opinion piece which gives engineers a chance to get their two cents in, on topics ranging from digital manufacturing to product development. Readers should submit their opinionated Rants to Executive Editor Elizabeth Taurasi at [elizabeth.taurasi@reedbusiness.com](mailto:elizabeth.taurasi@reedbusiness.com) or 781-734-8183.

## Let Us Tell You How to Do it ... Who We Are



### **John Dodge, Editor-in-Chief**

A journalist for 30 years, John Dodge has been editor-in-chief of *Design News* since early November 2006. Most of his career was spent at IT newsweekly *PC Week*, now *eWeek*. He has also been a regular business and technology columnist for both the *Wall Street Journal* and the *Boston Globe*. Prior to *Design News*, he was editor-in-chief at *Electronic Business* magazine and prior to that, *EDN*. He loves mechanical things and had been a lifelong rail fan.

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### **Elizabeth Taurasi, Executive Editor**

Liz is an award-winning journalist who spent the previous decade in the trenches in the newspaper business, previously as assistant managing editor of Community Newspaper Company's *Daily News Transcript* in Dedham, MA, where she also oversaw several weekly publications, while publishing a weekly column. She began her career stringing for the *Daily News Transcript* back in the early 1990s and as a staff reporter for the *Dedham Times* in Dedham, MA and at the *Norwood Bulletin*, Norwood, MA. She's a 1992 graduate of Regis College and is finishing up her Master's Degree in Management at Boston's Emmanuel College.

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**Chuck Murray, Senior Technical Editor, Electronics**, has served as a *Design News* editor for 15 years. A former senior editor for *EE Times*, he has been a frequent freelance contributor to the *Chicago Tribune* and *Popular Science* magazine. His book, *The Supermen: The Story of Seymour Cray and the Technical Wizards Behind the Supercomputer*, was published by John Wiley & Sons in 1997. Chuck won a Jesse Neal Award in 1993 for his story, "The Making of a Medical Miracle." He holds a B.S. in mechanical engineering from the University of Illinois at Chicago. You can reach Chuck at [charles.murray@reedbusiness.com](mailto:charles.murray@reedbusiness.com).



**Joe Ogando, Senior Editor, Motion Control**, has more than a dozen years of experience covering materials and manufacturing technologies. Prior to joining *Design News* in 1999, he served as senior editor at *Plastics Technology* magazine. His jobs weren't always so cushy, though. Before he went into journalism, he worked in a tool-and-die shop, making injection molds. You can reach Joe at [jojando@reedbusiness.com](mailto:jojando@reedbusiness.com).



**Regina Lynch, Web Editor** After graduating from UMass Amherst in 2005 with a Bachelor's Degree in journalism, she was assistant site editor for the Java and .NET communities [TheServerSide.com](http://TheServerSide.com) and [TheServerSide.NET](http://TheServerSide.NET). A newbie to the industry, Regina's soaking up as much engineering knowledge as she can – from motion control to materials and everything in between. You can reach Regina at [regina.lynch@reedbusiness.com](mailto:regina.lynch@reedbusiness.com).

## Let Us Tell You How to Do it ... Who We Are



**Beth Stackpole, Contributing Editor, Software/Hardware** has been covering technology and business for more than 20 years for a variety of publications, including *eWeek*, *CIO*, *CMO*, *Managing Automation*, *Electronic Business* and others. For the last six years, Beth has zeroed in on the CAD software and PLM sector, chronicling their rise in importance as companies look to innovation and product development business process change to gain a competitive edge. You can reach Beth at [bstack@stackpolepartners.com](mailto:bstack@stackpolepartners.com).



**Doug Smock, Contributing Editor, Materials/Fastening** is the former chief editor of *Plastics World* and *Modern Mold & Tooling* and staff writer for the *Pittsburgh Post-Gazette*. A member of the Society of Plastics Engineers, Doug received his Bachelor's Degree from Case Western Reserve University. He is also the co-author of two leading management books that include discussion of engineering roles: "Straight to the Bottom Line" and "On-Demand Supply Management." He is the winner of two Jesse Neal awards, the highest achievement in the business press. You can reach Doug at [dougsmock@gmail.com](mailto:dougsmock@gmail.com)



**Jennifer Roy, Production Editor** After graduating from Plymouth State College in 1997, Jenn went on to work as a daily reporter, covering seven towns for the *Laconia Citizen*. She moved to Massachusetts in May 1999 when she began writing for the *MetroWest Daily News*. She is an award-winning journalist, who later became the police/court reporter for the *Waltham Daily News Tribune* and a regular contributor to the *Boston Herald*. You can reach Jenn at [jennifer.roy@reedbusiness.com](mailto:jennifer.roy@reedbusiness.com).

## Let Us Tell You How to Do it ... Who We Are



**Sean Snyder, Associate Editor**, hails from Newton, MA with a BA in Fine Arts from Stonehill College, and an MA in Media Arts from Emerson College. He has maintained a diverse career ranging from Web design to radio production, and he is compelled by new advances in media and technology. He has always been interested in the way things work including structures and societies, and is an active media artist and producer. You can reach Sean at [sean.snyder@reedbusiness.com](mailto:sean.snyder@reedbusiness.com).



**Randy Frank, Contributing Editor**. For more than 25 years he was involved with the engineering, marketing and applications aspects of electronics technology. With a focus on power electronics, sensors and automotive electronics, he also covers a broad range of other technical topics. Randy has presented more than 50 papers at technical conferences, organized numerous technical sessions and moderated several webcasts. He is a Fellow in both the Society of Automotive Engineers (SAE), as well as the IEEE. You can reach Randy at [rfrank68@cox.net](mailto:rfrank68@cox.net).



**Jon Titus, Contributing Editor**. Jon Titus works as a contributing editor with *Design News*. Previously he worked at *Test & Measurement World* and *EDN* magazine. Before joining Reed Business Information in 1984, Titus wrote and edited books about computers and electronics and developed electronic hardware. You can reach Jon at [jontitus@comcast.net](mailto:jontitus@comcast.net)

## Let Us Tell You How to Do it ... Who We Are



**Terry Costlow, Contributing Editor.** A contributing editor at *Design News* for more than five years, Terry previously worked at *EE Times*, *Electronic Design Electronics* magazine. He has also written for a range of publications including *The Christian Science Monitor*, *IEEE Spectrum*, *Automation World* and the *Portland Oregonian*. You can reach Terry at [tcostlow@comcast.net](mailto:tcostlow@comcast.net)

## Let Us Tell You How to Do it ... Who Covers What

### Beat Editors:

- **Joe Ogando** Motion Control/Automation, Rapid Prototyping
- **Chuck Murray** Electronics
- **Beth Stackpole** CAD/CAM/PLM/Hardware/Software
- **Doug Smock** Materials/Fastening, Joining and Assembly
- **Sean Snyder** News stories for the Web

### Contributed Editors:

- **Terry Costlow** Flash
- **Randy Frank** Designer's Corner
- **Jon Titus** Tips from Titus



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