

## Editorial Guidelines For Guest Authors

Inc42 is an Indian media and information platform producing data-backed news and analysis on all the vital elements at the intersection of technology, startups and business.

While we are primarily into news and long-form content, we also feature the content of renowned investors, entrepreneurs and thought leaders that we think would be relevant for our readers. We have built such partnerships with veterans like Gary Vaynerchuk, Mark Suster, Steve Blank, James Altucher, Guy Kawasaki, Vivek Wadhwa, and many more. We have 20 influencers on our platform and our contributor network consist of 700+ folks from the Indian and global startup ecosystem.

**Now on to you** - super happy to know that you're considering contributing to Inc42 as a guest author. But before we move forward, here's a few things you should know...

We follow certain guidelines to make sure the content produce by our guest authors matches our content standards guidelines. The guidelines below will give you clear insights on the kind of content we usually prefer from our guest authors.

### Who can become a guest author

1. The person should be at a CXO level.
2. The person should have a verified profile on social media - facebook or twitter.
3. The person has prior published work on major media platforms or a prior history of writing good content.

Irrespective of the above criteria, every submission will be evaluated on the case by case basis with Editorial team having a final say.

### Content Guidelines

- The article submitted should match our content theme. The article should be focussed towards startups, entrepreneurs, investors, government bodies working with/for startups and other ecosystem enablers of the startup ecosystem.
- The article submitted should lie within the domain expertise of the author.
- Article can also be submitted around the latest market trends or important developments.
- The article should be backed with proper data and should be insightful.
- Since, we are focussed on growth stage companies - the content should be crafted keeping that in mind.
- The author must share the article topic and small blurb on what the article is about in advance to confirm whether we will be accepting it or not, to avoid rejections later.

### Submission Guidelines

- Your article should follow UK English Dictionary.
- Article should be submitted in word format.
- The article should be more than 500 words.
- Include relevant pictures, infographics etc. to make it more readable and presentable. (Content with good graphics also performs better among our audience)
- Plagiarism is a strict NO. If an author submits plagiarised content, we will immediately block that person from our contributor list for future submissions. Additionally, the person will not be considered for any story on Inc42.

- The article should have adequate Headline, Sub-Title and should be segmented under various sub-heads.
- Make sure you submit feature image (1000x700px), Infographics or other images used in the article in Jpeg format with us. The image size shouldn't be more than 200KB.
- All the data referred in the article should be properly linked back to the source. We do not prefer publishing articles which do not include rigorous citations.
- We do not provide linkbacks to any particular company or the company of the author so if you're looking to be a guest author to get linkbacks for your company, unfortunately we won't be the right fit. We would however give one link back to the author profile which would be directed to their personal website or one of their social media profiles.
- The article shouldn't be promoting author's company/brand, associated company/brand or any specific company/brand.
- We only accept guest blogs from verified people. Thus, you will need to submit your social media handles, bio and pic.

## **Publishing Guidelines**

- Once the article is submitted, we will take 7 working days to review your article. You are not required to follow up over call or email again and again.
- Fitting into above mentioned guidelines doesn't guarantee that your article will be published. You may be asked to do multiple rounds of revisions but again it doesn't guarantee publishing of the article. Publishing of content is strictly dependent on editorial approval.
- If we've rejected something submitted by you in the past, you can try again later with another idea. If your content is rejected multiple times, it may be the case that your work isn't a good fit for our reader base.
- If approved, Inc42 holds complete rights over the article and can edit as per internal editorial guidelines. We retain final decision rights over headlines, sub-titles and or subheadings.
- The author May or May not be informed of the changes - subject to Inc42 editor's choice.
- Inc42 holds copyright of the content published on our platform. Publishing of same article on any other media platform or blog is not allowed. If author intends to publish the article on his/her personal blogs, linkedin etc. s/he has to give proper credits to Inc42 with a linkback and a statement - "Originally published on Inc42" on the top of the article. If an author fails to do so we will not be considering future contributions from the author in terms of guest blogs or any other story on Inc42.

*You can submit your guest articles by sending an email at [editor@inc42.com](mailto:editor@inc42.com).*