

Ophthalmology Times[®]

EUROPE

Article Submission Guidelines

- **Ophthalmology Times Europe welcomes submissions that describe news of interest to ophthalmologists.**

Examples of news items include new or improved surgical techniques, results of recent clinical trials, summaries of scientific meetings that the magazine is not covering with a staff writer, tips on improving practice management, and suggestions on how best to utilize new products to maximize patient outcomes. Commentary on the social, political, and economic issues affecting ophthalmology are also welcome.

Ophthalmology Times Europe's readers include practicing ophthalmologists of all subspecialties in all European countries, ophthalmologists who focus on teaching and research, residents, and industry leaders. Articles should appeal to as many of these readership segments as possible.

- **Who writes for Ophthalmology Times Europe?**

Doctor-written articles receive the highest consideration. Physicians who have a financial interest or consultant's relationship with a company or product that is highlighted in an article need to clearly disclose that relationship in every article and be particularly careful to avoid the appearance that the article is merely an attempt to sell products or services. Articles describing techniques should not mention proprietary products by name. Articles written by non-doctors are considered based upon the writer's expertise in the subject matter being reviewed.

- **What types of articles does Ophthalmology Times Europe publish?**

The emphasis of every article should be practical, current information. Articles describing techniques should include enough information so that readers can make independent judgments about how applicable the approach is for them. Ophthalmology Times Europe articles usually contain 1,000 to 1,500 words, plus photos, graphs, charts, tables, diagrams, or other appropriate graphic illustrations.

- **Turnaround time**

Ophthalmology Times Europe publishes monthly. The typical time between an initial enquiry and a published magazine article is 3 to 4 months. Timely subjects of immediate interest may occasionally be rushed through in less time. Complex or lengthy articles may take longer.

• **Exclusivity and copyright**

Articles must be original work that has not been published elsewhere. They may, however, be based on material developed originally for other purposes, such as speeches, internal reports, or presentations of papers at professional conferences. Articles are considered for publication with the understanding that they are not simultaneously under consideration for publication elsewhere. When a manuscript is accepted for publication, the copyright is transferred fully to Ophthalmology Times Europe, including reproduction of the article in other print or on-line media (i.e., the Internet). Permission to reprint articles in another publication must be obtained in writing from Ophthalmology Times Europe.

• **Making queries**

The best first step is to talk to the editor (Fedra Pavlou, tel: +44 (0)1244 393 420) about your idea. Most authors first enquire by telephone, then follow up with a brief summary that clearly describes the content and structure of the proposed article. Be sure that your letter or outline focuses on what our readers will learn from your submission. After proposals are reviewed by the editors to determine if the topic has been covered recently or is already pending by another author, the editorial team asks members of Ophthalmology Times Europe's editorial board for their opinion. Submitting a proposal in writing (via mail, e-mail or fax) is important to writers as it helps them avoid wasting time and energy on a project that the magazine is not interested in. If your idea fits into the magazine's editorial plans, a manuscript deadline will be agreed upon. Assignment of a deadline does not guarantee an article will be published in a certain issue, however, as final publication decisions are based on space constraints.

• **Writing your article**

Articles will be edited to conform to Ophthalmology Times Europe's style.

Examples include:

- Í Abbreviating extremely common terms such as PRK, RK, LASIK, IOP and IOL on first reference.
- Í Avoiding footnotes and reference lists; any such material essential to understanding the article should be incorporated into the body of the text.
- Í Referring to physicians as "Joe Smith, MD" on first reference and "Dr. Smith" thereafter.

Articles should be written in a straightforward style that presents factual information in a clear and orderly manner. They should be detailed enough so

readers can use the information, and should suggest sources of more detailed information (ie-specific peer-reviewed journals) where relevant.

Use the first two or three paragraphs to summarize the thrust of the article, giving our readers a clear take-home message on the topic. Tell them why and how this can help them. This will encourage them to read the article thoroughly. Use short paragraphs—no more than about 3 sentences. Quotes should always be set off in their own paragraph.

Always be brief—busy doctors appreciate brevity. Use clear, concise English. Authors may suggest headlines and identify the parts of their articles with subheadings, but the editorial staff makes all final decisions on headlines and subheadings.

• **Photographs/illustrations**

High-quality, high-impact photographs, charts, graphs, and other figures increase reader involvement and greatly enhance an article's message. Art can be colour or black and white, and can come as a print, slide, or on disks or e-mail if they are TIFF files. Most artwork is returned quickly, but avoid sending originals when possible.

Line drawings, graphs, and charts should be professionally rendered and submitted camera-ready.

Identify all illustrative material with figure number and legend, including the author's name, on a separate piece of paper attached to each figure or photograph. Tables should be typed on a separate sheet of paper, double-spaced. The author's name should appear on each table.

• **Submitting articles**

Articles can be mailed to :

Editorial Department, Ophthalmology Times Europe

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Chester

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Tel: +44-1244-393420

Fax: 44-1244-370011

Email: fpavlou@advanstar.com

Avoid using boldface, all capital letters, underscoring, or other typographical devices as they sometimes disappear with different software programs. Include your address, telephone number, fax number, and a brief biographical paragraph that specifies the way you prefer that your byline appear, your affiliation (company, practice, university), and any other relevant information.

• **The review process**

All articles are reviewed by Ophthalmology Times Europe board members. Reviews are usually completed within 30 days. Writers will be notified of the board's decision.

• **Acceptance or rejections**

Rarely is an article rejected once the original topic has been approved. Almost equally rarely is an article accepted without any questions or requests for clarification. If the manuscript reviewers are satisfied with the article but have a few minor questions for the author, the article will probably be accepted and any changes and clarification worked out by telephone. When there are major substantive questions or the reviewers recommend extensive rewriting, the author receives an explanatory letter or an annotated copy of the manuscript that details the revisions required.

• **Copy editing**

All articles accepted for publication are subject to copy editing for clarity and for conformity with Ophthalmology Times Europe's style. Proofs of final edited versions are only sent to writers when heavy editing has occurred.