

## Guidelines for Authors of p&a international market research

Dear author,

We are delighted that you want to contribute an article to our magazine p&a international market research! Our magazine is targeted at readers with expertise in the market and marketing research. It is structured into several editorial categories, in which we publish author contributions: in depth, longer articles in the category *Topic*, short articles in the *Special* section and pointed columns in the *Market Plaza*.

### Topic

Every issue of planning & analyse focuses on a specific topic, listed in the editorial calendar. We are delighted to receive author contributions which cover a topic in depth and illustrate it using relevant case studies or methodical innovations.

Your Topic article should be 12,000 to 19,000 keys in length including blanks. This equals approximately 5 DIN A4 pages with 1.5 spacing, 2 cm margin on each side and Arial 11 point font. If possible, please format your text this way and include page numbers to make the handling easier for us. The file format should preferably be .doc or .txt. Of course, your article can include figures and tables for illustration, but please no more than 5 in total. Please, do not include these figures or tables in the text, rather put them in a separate file. This can be a PowerPoint presentation (.ppt) or a table in Excel as well as graphics in .jpg or .tif format. Please note a resolution of at least 300 dpi is needed. If necessary, we will process your graphics for printing. Please keep clearness and readability of any figures and tables in mind because we cannot include full paged graphics in an article. Figures might have to be downsized but still need to be readable.

Footnotes are not feasible. If appropriate, selected references can be included, preferably no more than 5 sources.

Furthermore, we need the following information with a Topic article:

- **Abstract:**

Summarise your article in a short abstract with 500 to 700 keys of length including blanks. The abstract should give the reader a brief overview of the aim, content, methods and conclusions of the text and does not need to contain all details.

- **Information on author(s):**

For the information about the author(s) we need a short vita of each author. It should contain the full name, academic degree (if applicable), current company and position, main research area and selected previous positions. Please also include the personal

e-mail addresses of all authors. Additionally, we need a digital photograph of each author with a minimum resolution of 300 dpi.

### Special

Besides, every issue of *planung & analyse* takes up a current topic in the Special section, for example certain industries or research methodologies. We are also pleased to receive an author contribution for this category, though only short articles, not exceeding 2,500 keys in length including blanks, are published in this section. These short articles can, for example, present mini case studies, comment on recent developments in the special field or discuss specific applications of methods. In individual cases, the integration of one figure maximum is possible.

Please also include a digital photograph of each author, their full name and current position in the company.

Please consider the following points when writing your article: note that we can only consider contributions for publication that have not been published before in the same or a very similar form.

In addition to articles in the categories *Topic* and *Special*, we also publish current research contributions and commentaries in the *Market Plaza*. If you have any suggestion or ideas: please do not hesitate to contact me!

Applicable for all intended contributions: if possible, please send a notification of intent to submit in advance to allow us a better planning certainty. Send your complete documents via e-mail (editor@pua.de).

...and if you have any further questions, do not hesitate to call me.

Kind regards

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