

# EDITORIAL SUBMISSION GUIDELINES



## SCOPE/FIELD OF INTEREST

*Modern Machine Shop* is primarily devoted to the application of machining technology: the manufacture of discrete parts produced on machine tools. We concentrate on presenting machining equipment, processes and strategies that can help job shops, contract shops and captive operations become more effective and efficient.

## SECTIONS

**Feature Articles.** Each issue of *MMS* magazine emphasizes one or two key topics in machining technology or shopfloor operations. Additional feature articles may address other topics of broad or pressing interest. Most feature articles are written by staff editors or expressly solicited from industry experts. Original, unpublished material offered to *MMS* on an exclusive basis will be considered.

Before writing or developing an article, it's best to contact *MMS* about six months before the issue in which you would like it to appear.

**Product Information Sections** include information about new and useful products from suppliers in the metalworking and manufacturing fields. Submissions for these sections should:

- Be brief. *Word count: 300 words or less.*
- Provide a contact name and company address, phone number and website.
- Highlight specific features and benefits of a single product.
- Present the most important features first.
- Include high-resolution images when possible.

**Systems & Software** is reserved for computer-related products that apply to machining and manufacturing. These include:

- Software for NC programming
- CAD/CAM
- Shop control systems
- Manufacturing engineering software
- Electronic data processing
- Networks and data communications
- Computer numerical controls (CNCs)

**Tooling and Workholding** is reserved for cutting tools and workholding-related products. These include:

- Toolholders
- Inserts
- Chucks

- Fixturing
- Clamps

**Modern Equipment Review** covers all other product categories, including:

- Metalcutting machine tools
- Turning equipment
- EDM equipment
- Grinding/abrasive machining equipment
- Machine tool components and accessories
- Inspection, measuring and testing equipment
- Forming and fabricating equipment

**Media Review** features information on new websites, informative CDs, smartphone apps, brochures and blogs.

**Trade Shows.** Special sections throughout the year are devoted to coverage of products on display at IMTS, Westec, Eastec, PMTS, amerimold, EMO, IMX and Fabtech. See the editorial calendar for product release deadlines.

**Better Production** features case histories of how shops or plants have used a specific product or commercial service to solve a problem, break a bottleneck, improve quality, increase productivity or create an opportunity. These articles focus on a particular product and show how that product made a difference in shopfloor operations at a particular customer site. *Word count: 800 to 1,200. Please include several illustrations showing the production action at the user's shop.*

**Rapid Traverse** features significant product developments that reveal major technology trends, news about advances in product design or application, and breakthroughs in technology that impact user applications.

**Shop Talk** addresses current events in the metalworking industry that are of interest to our readers. Newsworthy information includes company mergers, relocations, expansions, acquisitions and agreements as well as unique activities, projects or events.

**Website Videos** represent an excellent opportunity to gain exposure for your product, and we're continually adding to our online repository of metalworking videos located at [mmsonline.com/videos](http://mmsonline.com/videos). Here is what we look for in submitted video:

**Give it to us raw**—It may sound counter-intuitive, but the more “produced” the video is, the less likely we will be able to use it. We'd rather not receive video that already has narration, music or effects. For editorial purposes, we would much rather get the raw footage in formats such as .wmv, .avi, .mov. We have the capability to add text, narration and other effects to emphasize notable points in the video. This is no different from the way we handle photos in the magazine. We don't publish a photo supplied to us with a

caption already embedded into it, and we prefer not to use video that has the narration already fixed the same way.

**Think, “What can I teach?”**—The very best subject matter for submitted video is something that teaches the viewer how to solve a problem in the shop, rather than company-profile videos or new-product video “brochures.” Send us footage of your product in action overcoming some common metalworking challenge.

Video does not have to be dramatic or long. Sometimes shorter is better. If you just have, say, a better technique for tightening collets that takes only 12 seconds of video to demonstrate, then that would be fine. The viewer is more apt to appreciate the knowledge if he/she doesn’t have to stare at his monitor for a long time to obtain it.

## **EDITING & EXCLUSIVITY**

*Modern Machine Shop* will edit any editorial submissions for content and to conform to our style guide. Contributed feature articles must be exclusive to *MMS* magazine and must not have been published previously in another publication. Authors may be asked to sign a copyright release or to assign in writing one-time rights to *MMS* magazine.

## **EDITORIAL FORMAT**

Feature articles, news and product releases should be submitted as Microsoft Word (.doc or .docx) documents. Tables, graphs, photographs and other illustrations must be separate files, rather than incorporated or embedded within the text document.

## **IMAGES**

Images should be in .jpg or .tif file formats with minimum 300-dpi resolution at a minimum size of 4 × 5 inches. All photographic materials must be clear, sharp, in-focus and properly exposed. Captions should be provided for each photograph, and each photograph should be identified.

## **COMPRESSED (.ZIP) FILES**

Please note that we cannot accept .zip files via email. If you need to submit a .zip file, use the file uploader on our publisher’s website available at [files.gardnerweb.com](http://files.gardnerweb.com).

## **DEADLINES**

Editorial deadlines are two months in advance of the issue date. Contact our editors about six months in advance with story ideas.

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