

# How to submit articles to **INTERCONNECTION** WORLD™

Send Article Queries and Other Questions to:

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## Our Audience

Interconnection World provides technical and business information to design and production engineers, purchasing managers, and corporate executives. These professionals use this information to help them find and specify connection technology and tools, as well as to gain insight into broad-based business trends.

To best serve our audience's information needs, we deliver articles that include high-level technical detail about connection and interconnection technology. We also provide articles that incorporate business intelligence and insights into trends and developments from regional, national, and global perspectives.

We are particularly interested in technical, non-self-promotional reports on R&D or test-lab activity that brings new information to light. We are similarly interested in best-practice approaches to design and manufacturing processes. Finally, we value contributions that bring an executive-to-executive perspective to discussions of business activities, trends, challenges, and solutions. Contributions to Interconnection World should be technically based or problem/solution-based, not focused on a particular product or brand.

## General Specifications

- Articles written for publication on Interconnection World should be approximately 1,000 to 1,250 words in length. We prefer to have several illustrations or photos from which to choose for inclusion with the article.
- Generally articles and accompanying graphics are due to the editor one month before the intended publication date; February 1 for March 1 publication, for example.
- Contributions must be exclusive to Interconnection World.

## Article Types

Interconnection World delivers to its audience three article types. The first type is a technical article that details connection-performance characteristics. Ideally the article reveals new information about connector performance in an application in which the connector is a critical system component. The article's actual form may vary. It may report on recent activity in a research-and-development laboratory, or a report from a standards body that is setting performance specs for connection technology.

The second article type presents a best-practices approach to system design and/or manufacturing. The article can discuss best practices in the form of design techniques, tools and accessories used in the manufacturing process, quality-assurance approaches, shop-floor considerations such as lean manufacturing, etc. In order to remain relevant to Interconnection World's audience, the article should focus on a design or manufacturing process in which the connector has an essential or significant presence.

The third article type provides business-oriented information to Interconnection World's corporate-executive audience. Generally these articles discuss "macro" issues that affect the industries in which interconnection technology plays a role. We especially look for articles that also provide some level of "micro" detail explaining how the macro issues are likely to affect everyday business practices.