

Editorial Guidelines for Authors

Auto Focus Asia is read by automotive industry executives and professionals. Therefore, we expect the focus of the article to be relevant for them. The following guidelines aim to help you write the article(s) to fit our selection criteria.

Key Selection Criterion for Articles

We expect the article to be **informative and relevant to the industry and focus on contemporary / futuristic topics**. They should be written to **deliver learning value** to offer new insights to our readers.

Writing Style Suggestions

- Please note that our in-house style is based on British English
- We recommend the use of active voice and third person narrative. It will be of help if you can avoid the use of first- and second-person pronouns (I, we, you)
- Provide short titles for the article and subheads
- Use simple and uncomplicated language as far as possible
- Please ensure that clarity is maintained throughout the article. Avoid sentences that are ambiguous or circumlocutory
- To make the article easy to comprehend, see that all the supplementary information related to the article is provided in user-friendly formats (e.g. tables, figures, charts etc.)
- To make the article more interesting and easy to read, important or auxiliary information could be placed separately in sidebars or boxes
- We do not publish references in the print version. Hence, we advise you to minimise the number of in-text references in the article. However, we do publish references in the magazine's online version (HTML).
- Avoid clichés and jargon to the extent possible. Please provide explanations and definitions for the technical terms used to ensure clarity

Dos and Don'ts

- Article(s) could focus on innovative / cutting-edge technologies and also experiences of the industry's leading organisations in areas such as best practices etc.
- The articles that differentiate themselves by offering new insights or share experiences with a larger audience will be given priority. To provide learning value to our readership, articles based on the **original research, innovation** and/or any **new aspect** of the industry will be preferred
- Articles should be free from copyright infringements and plagiarism. Authors will need to acknowledge all the relevant sources on which their article is based
- Please provide proper acknowledgements for data, images and tables taken from other relevant sources with permissions wherever applicable
- All articles undergo a multi-stage review process during which, the author(s) will be informed whether the article has been accepted, rejected and/or needs revision. The editorial team could suggest improvements to the article on a case-by-case basis
- The articles written to promote the products or services of the author's company (unless they represent a breakthrough / innovation in the industry) are considered for publication as advertorials and attract relevant tariff

We also refrain from publishing articles that

- contain text book-type content
- have already been published elsewhere and
- are primers or generalised treatment of topics

Terms and Conditions

- The invitation to contribute an article doesn't represent any obligation on the publisher to publish the article

- The right to publish the article solely rests with the editorial committee and depends on the quality and relevance of the article
- Even if it is accepted for publication, the editors cannot guarantee that the article will be published in the given issue
- In case the article cannot be used in the indicated issues of the magazine (due to space constraints and other unavoidable circumstances), authors consent will be taken to use them in subsequent issues of the magazine or the monthly e-Newsletter or on the websites.

Usage of content

- The publisher can publish / use the article on other related formats like Web, E-mail, Newsletter, e-Books, edited volumes etc. giving due credit to the author
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