



## HRM contributor guidelines

January 2021

### About HRM magazine and HRMOnline

HRM magazine is published by Mahlab Media on behalf of the Australian HR Institute (AHRI) 11 times a year and is one of Australia's most credible magazines for HR professionals.

AHRI is a member-based association and the peak body for HR and people management professionals in Australia. It's also the third largest HR association in the world. HRM magazine and HRMOnline are key communication tools for the association, as well as being a valuable resource and learning tool for HR professionals to use in their day-to-day jobs.

HRM magazine is part of an overarching content strategy that functions across various platforms, including the HRMOnline website, and daily newsletters HRM AM and HRM Weekly Update. All platforms are dedicated to providing thought-provoking articles on the world's best practice in HR management, stimulating debate and interest, as well as providing practical solutions to workplace issues.

An important part of AHRI's role is to provide its 20,000+ members with information and insights that help them succeed as HR professionals and contribute effectively to their organisation. This means delivering informative, engaging, relevant and useful content via the various content. All HRM content should offer a reader with an insight or advice that make their working lives that little bit easier.

HRM magazine comes out at the beginning of each month (excluding January). It is sent out to approximately 15,000 members each month. HRMOnline articles are sent out daily to a database of approximately 33,000 readers.

### Who reads HRM magazine and HRMOnline?

HRM's readers are at mixed stages in their HR/people management careers ranging from student and graduate level to general management and HR director level. Readers come from a mix of private and public sector organisations, as well as universities and academics.

The print magazine is provided to all professional members of AHRI and is also available by subscription. HRMOnline can be accessed by anyone who is interested in the content.

HRM readers are well-educated, intelligent and require information that provides in-depth analysis on various topical issues that affect them in their workplaces and careers. Articles should provide valuable takeaways regardless of career stage. Articles must be thoroughly researched, balanced and provide a new angle on well-established topics or a new topic altogether.

### Overview of AHRI membership and HRM readers:

- 50 per cent of AHRI members are either in middle management, senior executive roles or director/executive roles.
- 80 per cent have a minimum undergraduate degree, with 50 per cent of that group having a formal postgraduate qualification.
- 77 per cent work in companies with more than 101 employees.

## Submitting an article

While the majority of articles that appear in the print magazine and on digital are written by professional journalists, the editor of HRM welcomes proposals for editorial contributions to both HRM magazine and HRMOnline, on any subject, at any time.

However, please note that we cannot guarantee articles will be published. We receive many submissions and require all content to be of a high quality. Contributions will be published at the discretion of the editor. Sometimes articles are declined because of their quality, or because we have covered too many articles on that topic.

Submitted articles may be used for HRM magazine or HRMOnline, whichever platform is relevant. Again, this will be up to the editor's discretion.

Before writing your article, **please send a brief summary of your idea**, including the research you'll refer to/or the expert you will interview, the key points you'll cover and what an HR professional or senior leader would take from your article (how does it help them to be better at their jobs?)

Pitches and submissions should be made via email to:

*Kate Neilson*  
HRM Editor, Mahlab Media Email: [kate@mahlab.co](mailto:kate@mahlab.co)

### When submitting an article, please provide the following:

- A well-written, thought-provoking, unique article that is the correct word length (between 600-900 words) and submitted in a clean Word document. Please make sure you've proofread it before submitting.
- An author biography of 2 – 3 sentences, including name, post-nominals (where applicable), title and workplace.
- Links to all the relevant research you've utilised (Australian-based research is preferred but not necessary).
- Relevant images and diagrams, with captions and credits, where possible. If images/diagrams are to appear in a certain place in the article than direction should also be provided.

### What to consider when making an editorial contribution

- **Make it relevant.** Most importantly, contributing articles must be relevant and applicable to HRM readers, focusing on issues, insights and topics that are relevant to HR professionals in their daily working career.
- **It can't be an advertisement.** This is very important. Editorial submissions are to be strictly non-promotional. The article must be of genuine use to the reader. It's acceptable to refer to a product, business or case study in reference to the article, but it must be presented in an unbiased and informative way (you cannot link to your website, products or services).

However, we do offer sponsored content options if you would like to be more promotional. If this is something you're interested in, reach out and we can arrange a time to discuss the details.

- **Is it unique to HRM?** We do not publish content that has already appeared elsewhere.
- **Have you got the rights to publish it?** Before submission, contributors should ensure that rights are cleared for the publication of the text and images in HRM magazine and HRMOnline, and any other associated AHRI communication platforms.



- **Be unique, show personality and know your topic.** Submissions that show personality and individual voice are encouraged. The editor is looking for sharp-eyed perspectives and narratives, bursting with personal insight. The writer's unique knowledge, experience and passion should be evident in every article.

If the article does not have something valuable, compelling and personal to add, avoid the subject. The HRM audience is looking for content with depth, so try to steer clear of generic topics that are seen everywhere. Always ask yourself, am I adding value with this idea?

- **Timelines.** Please note that the editor works three months in advance of the published dates for the magazine. HRMOnline content is published daily.
- **Style of writing.** Articles should be written in a magazine/website style, with the main point of the article highlighted in the introduction. The style of writing needs to be clear, concise and straightforward. Avoid jargon and industry speak, as well as long, complicated words. Short and sweet is always better – especially in an online environment. Articles can be conversational as long as they are informative.
- **Include extra information/key take-aways.** You are encouraged to include advice for further reading or extra relevant information/tips that could be used in a breakout box (this may or may not be published).
- **It's not an academic journal.** Articles should not be written in the style of a journal article. Footnotes and references are not published. Sources and acknowledgements, where necessary, should be complete and contained (i.e., linked).
- **Word count** – print magazine. Word counts in the magazine vary from 600 words for a single page article with image to 2500 words for multi-page features. Shorter, concise pieces are more favourable.

Online word count – Keep it between 500-900 words – online attention spans are short. Use bolded sub-headings to guide your readers through the article. Authors are encouraged to include additional links to external sites where it's going to make the content more valuable and informative. Don't overdo it though and compromise readability. The same applies to using keywords for search engine optimisation.

- **Please be aware that each article is edited.** All submitted articles will go through an editing process prior to being published and may be amended due to clarity, grammar, space or other reasons. Authors will have the opportunity to see their edited article before it is published.
- **Copyright and reproduction rights.** In submitting an article to Mahlab Media or AHRI, the author licenses the recipient to publish the article in HRM magazine, HRM newsletter and/or HRMOnline at [www.hrmonline.com.au](http://www.hrmonline.com.au). It could also be reproduced across AHRI's e-newsletters and social media sites.

In addition, Mahlab Media and AHRI are authorised to give permission for the reproduction of the article in part or whole by other persons and organisations for educational and training purposes.

Thank you for taking the time to read our editorial guidelines.