

# EDITORIAL SUBMISSION GUIDELINES



## SCOPE

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PlaceTech is devoted to the application of property technology. We concentrate on bringing the latest technology products, services and ideas to a property audience.

### *Agenda and approach*

- Informing, educating, championing
- Plain English. Not techy, written for property readers
- Accessible. Clear. Concise. Consistent.
- Evidence-based: features and benefits: efficiency, costs, sales, user experience
- Which proptech to buy: why tech matters
- How it works, peer-to-peer where possible: here is somebody like you using tech

We aim to cover all tech types and all property disciplines:

- **Tech includes:**  
Data | Cloud | Smart Cities | BIM | Visualisation | Artificial Intelligence | Workspace  
Drones | Software | Energy Efficiency | Blockchain | Internet of Things | Crowdfunding  
Automation | Remote Working | Connectivity | Sensors | Clusters | Devices | Fintech |  
Mobile | Robots
- **Property includes:**  
Architecture + Design | Construction | Planning | Investment + Finance | Placemaking  
Surveying | Sales + Lettings | Agency | Property Management | Transport | Occupiers

## NEWS

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We are interested in news items that promote the latest products and adoption of tech by the property industry, including but not limited to:

- Product launches and upgrades
- Results of using tech
- Deals between property and tech partners
- Regulatory changes or challenges to proptech rollout
- Science behind the latest tech ideas
- Research into size of proptech markets

### *Style tips*

- Be brief. Keep quotes to a minimum unless actually saying something useful
- Facts and figures. This is for a business audience that likes detail

- Must be timely, not months old
- Exclusives always preferable, if it's been published elsewhere it stands less chance
- Think images: photographs of products in use. Logos and glossy advertising images are not suitable for editorial
- Think videos: practical application, demonstrating features and benefits of products

## PRODUCTS

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Includes information about new and useful products from suppliers in the property technology field as well as pioneers already adopting tech successfully in the property community.

### **Showcases + Reviews**

*Showcase:* Proptech company describing and demonstrating own product. One specific product not a range

*Review:* Independent review by property professional of a piece of tech

Q&A structure answering the following points:

- Product name
- Company behind product
- Price
- The problem: Challenge or pain to be overcome
- The answer: Solution that was created by this product, unboxing, what is it?
- The result: Outcomes, tangible or intangible, from using product or service

Consider the following:

- Specific features and benefits of the product
- The biggest challenge to adoption among property companies
- How you see the product developing in the future
- What a property buyer wants to know about the product. What is it? What does it cost? How does it work? Does it work? Will it break? Why does it matter? What was the outcome?
- Include a URL weblink to the product manufacturer or supplier

### **Case studies, demonstrations, site visits**

- Peer-to-peer where possible, relatable, readers want to see people like them using tech
- 'We installed this product working with this company and it worked'
- 'Here we are on site using tech, this is how it works and advantages, disadvantages'
- Video and podcast ideas welcomed

'My proptech life'. Property industry figures who come into contact with tech talk about the different products they're using, what they like and dislike, what they'd like to see developed in the future

## Video

- Showing tech in situ
- Demonstration
- Not a suit being interviewed behind a desk

## Guides

- 'How to'
- 'What is'

## ANALYSIS

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*Opinion, commentary, advice. Includes author portrait photograph, name, job title, company*

- Impact: e.g. 'Big Data threatens turning cities into places where...'
- Ideas: 'The latest Artificial Intelligence opens up the possibility of...'
- Markets: 'Everyone is piling into the [sector] market with mobile...'
- Policy: 'The governance landscape is changing, here's what to look out for'
- Strategy: 'Here is how to get started digitally transforming your propco'
- Research: 'We surveyed our colleagues/contacts/customers and they told us this...'

## EDITING + EXCLUSIVITY

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Copy will be edited for content, length and style. Once submitted, stories will not be sent for final approval before publication.

Contributed feature articles must be exclusive to PlaceTech magazine and must not have been published previously in any other publication. Authors may be asked to sign a copyright release or to assign in writing one-time rights to PlaceTech.

## EDITORIAL FORMAT

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Wordcounts: 300 - 500 words for news articles

800 - 1,000 words for product and analysis articles

Content should be submitted as Microsoft Word documents. Tables, graphs, photographs and other illustrations must be separate files, rather than incorporated or embedded within the text document. Images in JPEG or PNG, 1200 pixels in size along the shortest side

Maximum file size: 10 MB

## CONTACTS

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Submit to [news@placotech.net](mailto:news@placotech.net)

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