

Article Submission / Contribution Guidelines

Thank you for your interest in submitting an article for publication in the *NigerianCEO* Magazine or on www.nigeriaceomagazine.com. Please contact the Editorial Team via Email, at: editor@nigerianceomagazine.com should you have any questions or want additional information.

1. We welcome both Nigerian and foreign contributors.
2. All articles should be relevant to public consumption. It is paramount that your article/pitch is issue-focused. What is the story and how does it interest the *NigerianCEO* magazine readers (Please see below some topics of interest to our readers).
3. We recommend that you send an enquiry/proposal first rather than completed submission.
4. All articles should include the Title of the article; Authors should indicate their full names, current job titles, institutional affiliations, email addresses, bio or identifiers of all authors.
5. To demonstrate writing flair and professionalism, we ask that you accompany your initial enquiry to write for *NigerianCEO*, with some samples of your written work, preferably previously published work. But we do encourage new blood with relevant experience.
6. Articles submitted for the *NigerianCEO* magazine should be original contributions and should not be under consideration by another publication at the same time. If an article is under consideration by another publication the author should inform the editors at the time of submission.
7. Authors are entitled to 5 complementary (free) print and electronic downloads and off-prints in the form of PDF files for either printing or distribution.
8. Do not overexert yourself by offering too many story ideas and trying to cram more than two features within one deadline—a maximum of two features is advised unless specifically commissioned.
9. Only original articles that have not been published elsewhere will be accepted for publication unless otherwise requested by the editors.
10. We do not accept or publish content that was created through the use of generative AI (e.g., ChatGPT). We run a software to check all submitted articles against AI generated.
11. Articles published in the *NigerianCEO* magazine are objective and informative. Writing for this publication is an opportunity to educate the readership and demonstrate professional, expert technical, or business knowledge in a specific area or issues of interest.
12. We cannot reproduce material used for promotional purposes only. We do not publish pieces that promote a particular company, product or service. All articles must be vendor-neutral and non-promotional. Please contact the editors for **advertorials or promotional rates**.
13. We will only consider full submissions on spec. Publication will be at the Editor's discretion.
14. The *NigerianCEO* Editor reserves the right to edit articles in line with the *NigerianCEO*'s House Style, and Editorial tone and for clarity and brevity.
15. All submissions should not be over 1200 words – hence try to be as concise, pithy, and to the point within 800-1200 words.
16. For creatives wishing to submit event, beauty or fashion photoshoots – we highly recommend you submit low-resolution versions first for consideration.
17. If your pitch is successful, submit an excellently written, proofed final article. It should be well-sourced, attributed, and balanced with rich quotes from at least 2-3 different sources.
18. Our publishing language is British (International) English.

19. Check your facts thoroughly and avoid sweeping or unsubstantiated generalisations, smears, and libellous content.
20. Attribute your articles to credible sources. Be fair, balanced, and objective.
21. Be pithy and to the point. Avoid using long and winding sentences or words where a short one will do. Long paragraphs or sentences, can often confuse the reader or put them off.
22. Do not aim at telling readers what you think, be informative instead. Do not be too didactic, too stuffy, or too dramatic either.
23. We are not very keen on and do not encourage first-person narratives.
24. All submitted articles should be unformatted and sent in Microsoft Word documents or pages.
25. Where possible submit as separate attachments, relevant photos in high-resolution jpeg format.
26. Unless specifically commissioned otherwise – the article’s word length is between 800 – 1200 words.
27. We do publish longer articles or interviews regularly, but these are usually specifically commissioned. Contact the editor if you’re interested in submitting an exclusive interview.
28. Articles should depend on some form of narrative structure, so minimize the use of bulleted lists and only include any in the context of a composed article. Pieces in the style of “10 Reasons Why ...” or “5 Things to Know About...” can work as well, as long as each item is detailed in sentence form.
29. Arguments should be made clearly and backed up with concrete examples or proof.
30. Articles should provide appropriate context, definitions, and other necessary information so that someone only generally familiar with the specific topic would be able to understand the article without difficulty.
31. Articles should not be too similar to a recently published piece, although they may address the same general subject from a different angle. To avoid subjects/angles we have already covered and frame a strong submission, please familiarise yourself with our stories before submitting an article or pitch.
32. Avoid the use of footnotes and legal citations.
33. The *NigerianCEO* magazine uses the AP style guide for the most part. If you have any questions about style, please feel free to ask.
34. Your article proposal should briefly outline the premise you intend to make and how the article will benefit our readers.
35. Please contact the editors for our current rates per 1000 - 1200 published words. Unless otherwise agreed, the fee is based on printed, not submitted, words.
36. We will pay a small fee for any photos accompanying an article if used.
37. We will pay a small fee for any unsolicited and uncommissioned photoshoots, depending of quality and quantity. (Please contact the editors@nigerianceomagazine.com for details).
38. Authors of articles published in the *NigerianCEO* may post a copy of the final accepted manuscript, as a word processor, PDF, or other type of file, on their personal web page or on their employer’s website after it has been accepted for publication.
39. Payment for any published submission is made within 30 days after the publication date.

QUOTE/UNQUOTE “Clear thinking is the key to clear writing. “A scrupulous writer”, observed Orwell, “in every sentence that he [or she] writes will ask [themselves]: Could I put it more shortly? Have I said anything that is avoidably ugly?”

Scrupulous writers will also notice that their copy is edited only lightly and is likely to be used. It may even be read. (Source The Economist)

Topics/Areas of Interest

The editors accept by-lined stories on all feature topics related to this publication such as:

- Leadership, Management and Skills
- Executive Education / MBA
- Reviews & Annual Rankings
- Energy & Power and Infrastructure
- The Economy and Economic Reforms
- Environment, Agriculture, Renewable Energy and Food Security
- Taxation & Tax Reforms
- State of Security and Human Rights
- Sustainability, ESG & CSR
- Women's Empowerment
- Professional Development and Services
- Industry & Blue Economy
- Health and Healthcare
- Business Climate & Law/Policy Reforms
- Water, Sanitation & Rural Development
- Climate Change and Global Warming
- AI, Digital and Intellectual Economy
- Foreign Policy & International Trade
- Entrepreneurship and Start-ups/SMEs
- Wealth, Investing, Markets and Assets
- Marketing and Business Development
- Labour, Social Security, and
- Human Capital Development/HR
- Corporate Governance
- Mines, Mining and Mineral Resources
- Natural Resources and Green Economy
- Local Content Development
- Innovation, Technology & Science
- Telecom, FinTech and ICT
- Sustainable Development
- Humanitarian Affairs
- Aviation, Transport and Logistics
- Tourism and Hospitality
- Housing/Real Estate and Construction
- Banking and Financial Services
- Consumer & Public Affairs
- Higher Education and Training
- Peace and National Cohesion
- Arts, Heritage & Culture
- Fashion and Designs
- Sports and Entertainment
- Mobility and e-Commerce
- Africa and Global Affairs, etc.

FINAL NOTES

Graphics: You are strongly advised to follow these points when submitting photos and other illustrations:

- Electronic photos/graphics should be in JPG, TIF, or EPS format.
- The size MUST be at least 10cm × 10cm and at 300 dots per inch (dpi) resolution.
- Photos or graphics embedded in MS Word, Excel or PowerPoint are difficult to reproduce – please consult the Editor before sending.

Captions: Informative captions should be provided for each photo or diagram etc., and these should be listed at the end of the article. If necessary, you may wish to 'key' them into your text by making appropriate textural references (e.g., figure 1, table 5, etc.).

Authors' Obligations: Articles for the *NigerianCEO* magazine are accepted in good faith; please be aware of proprietary names, health, and safety issues (especially with photos), and libel laws. We understand that articles submitted to the publication are on an exclusive basis and something similar has not been offered and will not appear in another magazine before publication in the *NigerianCEO* magazine. Similarly, we cannot run an article that has already appeared elsewhere.

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ABOUT THE NIGERIAN CEO MAGAZINE

Our Corporate Profile

The *NigerianCEO* magazine is dedicated exclusively to the Nigerian business community across the country and around the world, providing content to help these business leaders and senior executives tackle pressing issues and plan for future growth. It seeks to be the preeminent CEO and board leadership publication for regulators, professionals, directors and senior executives of both private and publicly traded companies across Nigeria.

The Magazine is published by the CEO Magazine (NG) Limited, a subsidiary of the African CEO Media Corporation based in New York City, USA. It has an international scope and readership of both Nigerians and non-Nigerians in the country and around the world. The publication is a five-colour, excellent print quality glossy-art paper, 100-page A4-size monthly corporate news publication published in 25,000 copies every month, 12 times a year. With high resolution specs, and laminated front and back covers, the publication is produced to the highest standards.

Why the Nigerian CEO Magazine?

Being CEO is the most demanding job in business. Whether you are running a mid-market or large enterprise, you're supposed to be a visionary, diplomat, actor, mind reader, psychologist and problem-solver—all at once.

Your decisions shape your organisation's culture. As you go, your company goes. When things go right, everybody takes credit. If they go wrong, it's your fault. But you are not alone. There is one publication that understands your challenges from the ground level. That breathes the air you breathe. That has a point of view that matches yours.

The *NigerianCEO* magazine turns tough choices into smart decisions. Written by and for CEOs, its articles give you the ability to look outside your company without leaving your office. It goes to great lengths to cover the entire range of the CEO role.

Leading CEOs, seasoned experts and professional journalists write our articles—never academics or consultants who lecture at you. You will learn from real success stories. You will read interviews with CEOs you can learn from. You will benefit from clear take-aways. It is why we have been trusted by the CEO community to bring you corporate insight and inspiration. To contribute an article, please email articles@nigerianceomagazine.com. And to place an advert or request the media kit or calendar planner, please email advertise@nigerianceomagazine.com.