

# Business Insurance

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## How to submit a Perspective article to Business Insurance

Business Insurance accepts articles from experts in commercial insurance, risk management and employee benefits management for publication in its Perspectives section.

The articles run in summary form in the magazine and in full on our Web site.

The section is intended to be a forum for readers' opinions and a forum for the discussion of technical topics that do not lend themselves to a news story. Therefore, Perspectives articles should take a point of view, offer advice and/or explain a technical subject.

They should not present case studies or promotional information.

All articles for the Perspectives page should address the concerns of the corporate buyer of insurance; i.e., the risk management or employee benefits manager. Material written for only the concerns of brokers or underwriters is not appropriate.

To submit an article for the Perspective section of Business Insurance:

- \* Send a short description of the topic you would like to address. You might want to suggest alternative topics. For each topic, briefly describe what you want to say and accomplish in the article.

- \* You will receive from us an acceptance or declination of your article idea.

- \* If accepted, we will respond with comments and a request the full article, which generally should be no longer than 800 words.

- \* All articles are to be accompanied by a color photograph of the author and a brief biography.

- \* We will notify you of any questions we have about your article or substantial editing of the article that our editors think is necessary.

All authors must assign the copyright on the article to Business Insurance.

Because of the volume of Perspective article submissions that we receive, we cannot guarantee a date in which an article will appear. For that same reason, generally we will not run more than one article in a calendar year from the same author.

To submit a Perspective article query or for more information, contact Managing Editor Gavin Souter, 312-649-5482, or [gsouter@businessinsurance.com](mailto:gsouter@businessinsurance.com)