

WRITING FOR SPECTRUM MAGAZINE – OUR GUIDELINES



The definition of Spectrum is ‘the band of colours into which a beam of light can be separated...’

Spectrum magazine has existed in different guises since the BWY was formed in 1965. That’s more than 50 years of reflecting your yoga! We’ve changed size and shape and sometimes name, but there is a constant. Spectrum, like the BWY, values and supports all in yoga. We cover everything from BWY news, posture, pranayama and meditation practices as well as BWY Training opportunities and course developments. What makes BWY special is the strength of its grassroots and so we also have pages dedicated to our regions which includes our overseas region.

Our favourite feature ideas reflect what’s important to you and us – kindness in the world, compassion for our planet and nurturing growth in mind, body and spirit. Books, honouring past members, your journeys and your feedback are also important to us and feature regularly. Ayurveda, yoga’s sister science, is regularly featured too. How our teacher and student-teacher members can build a yoga business is also important to us.

Spectrum's readers are mostly UK-based, but we have readers as far away as Canada and while Spectrum is a membership magazine, it's on sale where BWY is showcased, like the OM show and BWY regional festivals. Readers include yoga teachers, trainee teachers and yoga students just starting out on their journey as well as those who've been practising yoga for many years.

We present all topics in a simple, accessible, easy-to-read way. Our goal is everyone can understand everything in Spectrum. Be mindful, your reader may be new to yoga so do keep the phrase 'highly accessible' front of mind when you write.

We're keen to showcase new writing talent and display the vast depth of knowledge that's within the yoga community, both in the UK and worldwide, on all areas, from mudras to meditation.

JOIN THE SPECTRUM COMMUNITY

Send us your articles, photos, sequences, recipes...anything you'd like to share with us that cheer and educate our wonderful yoga-inspired community. You'll reach our audience, which will help you spread your own message.

We're looking for original content only on all topics relevant to living a yoga life. Be creative!

If this all sounds good, please read through and agree to all of the terms and conditions below before sending in your work.

We can't pay for you to share your passion with our readers, but you'll be inspiring others and you get to grow your own name and brand with an audience who are as passionate about yoga as you are.

WHAT TO WRITE?

Share what motivates you, what specialist knowledge or insights you can bring to our readers and which practice or experience you feel needs to be shared. And feel free to share your Spectrum article as widely as you like among your own community and friends if you're published, via social media and your website if you have one. The more you share it, the more readers will see it!

SUBMIT YOUR ARTICLE

It's easy to submit your article to us. Email your article in Word or a similar software to spectrum@bwy.org.uk Clearly mark in the email subject line that it's for consideration for Spectrum.

Send your photographs to us via [WeTransfer.com](https://www.wetransfer.com) or similar file sharing service in jpeg format and **THEY MUST BE 1-3MB jpeg file sizes**. Anything smaller pixelates in high resolution printing. You do not want to look like you're in a Crimewatch witness protection programme image and we don't want that for you either. Showing up as your best self serves your audience. Smart phone images are fine but **save in the largest file size you can**.

Make sure you have checked and proofread your article so there are no spelling or grammar errors, and that it reads well and makes sense to others. Test it on a friend who'll give you real, constructive feedback.

Keep your language positive and active: simplicity and clarity communicate most powerfully.

Remember; your key messages should be in the first three paragraphs. Readers rarely make it past there unless an article really grips them – this is where you should focus on what's the most important thing you have to say.

Word count: Most of our written articles range from 300 words to 1,000 words. Anything in this range is fine. If it's going to be longer, let the Editor know and remember, less is more when it comes to communication. Spend time editing your work so it's tight and has flow.

Keep your sentences short – multiple sub-clauses are not easy to follow. Around 25 – 30 words per sentence should be your maximum. Varying sentence length gives pace. Keep your paragraphs short too.

Speak to your reader when you write – third person, not first person.

Starting a sentence with And or But can help with flow. But keep your use of So to a minimum as a sentence starter. We use it in speech for emphasis today, but it's largely superfluous, and if anything slows your flow.

We use single quotes for starting a quote and double quotes if it's a quote within a quote. For example: 'We'll be featuring Bob Jones, dubbed "the guru of Orkney" in our next festival programme,' said Josie Jones.

Photo-based yoga sequences: We want your photo-based yoga sequences, but please ensure these are logical and easy to follow. Give each image a name that relates to where it is in the sequence. **No more than 10 images.**

For all photos, please make sure you have permission to use them and there are no cost or copyright implications.

Photo stories: If you have any great individual photos to share, but where the story behind it might be minimal, we welcome those too. Striking images can communicate a wealth of words, but please ensure you have permission to use them and there are no cost or copyright issues. If you're not sure, please check.

Spectrum magazine, the product: Spectrum magazine is also produced in pdf, page turner as well as printed versions. It's available in full for members via the BWY website. You can opt for digital only as a member, if you prefer.

Respecting the environment: Spectrum is printed on paper sourced responsibly where trees are replanted to replace those used. Our printers use inks that are kind to the environment and the wrap Spectrum comes in is fully compostable, made from potato starch.

WANT TO SUBMIT WITH YOUR ARTICLE?

Biography: When you submit your article to us, we need a biography and author headshot photo to go with it. This helps us to know who has written the article. Write your bio in the third person (e.g., 'He/she is a Hatha yoga teacher'). Do include your website, Instagram or Facebook pages. As a minimum, all articles must include the author's first name and second name, and up to 20 words of bio about the author.

Photos: Feel free to submit an image or images to go with your article to illustrate it, but please make sure it is relevant and clearly links logically to the written word. Only submit an image if you are certain you have full rights to use it, without cost and copyright implications. Image size should be 1-3MB.

EDITING

Please note: We reserve the right to edit any piece of work sent to us. This is no reflection on the author, but sometimes we may need to adjust an article or headline to make it more appealing or engaging to our broader community or fit the space we have. The same goes for photos. If we feel we can illustrate an article in a way that is more suitable for Spectrum, we may replace images.

ADVERTISING

To find out more about opportunities in this area and to learn about advertising in Spectrum please go to [Advertising in Spectrum](#) for more details.

WHAT WE'RE LOOKING FOR

The best way to get a feel for what we're looking for is to have a good read of Spectrum. Articles must be non-promotional. You can mention how what you do relates to the topic, but it should not be the focus. Generally, we cover:

Physical: All articles on yoga (practical or theoretical) or anatomy. This includes written articles, as well as photo-based.

Mind: Articles on mindfulness, meditation, positive psychology, happiness, mental and emotional resilience, mental health, dealing with issues (e.g. anxiety, stress) with the aid of yoga and meditation etc.

Spirit: Accessible spirituality and philosophy, both rooted in yoga and other related areas such as Vedanta or Buddhism with the intent to educate and inspire a broad audience.

Teaching: Yoga business issues, yoga teaching tips, new CPD offerings, etc.

Living: Articles on healthy living and broader aspects of the yogic lifestyle, such as vegan/vegetarian food and nutrition, wellbeing support, yoga lifestyle at home, clean living, yoga and nature.

Actions: How yoga and yoga people are making an impact on the wider world, from championing green issues, eco-friendly projects and ethical businesses, to charity work.

Family: Articles on how yoga and related areas (clean food, meditation, exploring nature) can benefit children and the family, from babies and tots, through to stressed-out parents and grandparents.

Travel: Articles on yoga travel, retreats, festivals, events and healthy holidays aimed at inspiring readers through words and images (rather than selling to them!).

Unique Content: We are looking for original content only please. This includes website, blogs and other BWY publications.

Bio: For every article submitted we need your genuine first and last name, plus a simple headshot author image. We also require a short bio from you that's written in the third person (e.g. 'he/she is a UK-based yoga teacher' rather than 'I am a UK-based yoga teacher').

LIBEL

Please be wary of writing anything that may contravene libel laws. It is your responsibility to avoid writing anything that may be deemed as libel. Libel is essentially defined as, "A published false statement that is damaging to a person's reputation" but this is a complex area of law. You don't need to become a lawyer, but you do need to be very careful if you are saying anything remotely negative about a person or an organisation. If in doubt, take it out.

SPECTRUM'S STYLE GUIDE

Please make sure your writing follows these simple style guidelines:

Headlines: Include a simple and short headline with your story (maximum 10 words). You may want to add a subheading, but again... keep it short. This is the main hook for the reader, make it as catchy or appealing as you can.

Standfirst: This is a short introduction summing up what the article is about. No more than 25 words, please.

Be positive: We are looking to lift up and educate our readers, so do try to bring in a positive message where possible.

Sanskrit: If using a Sanskrit term, please ensure you include the English version as well in brackets afterwards, only when using the term in the first instance (no need to repeat after that). Use a capital letter at the start of the Sanskrit

word (e.g., Savasana). Similarly, if referring to complex terms or themes, make sure these are explained in plain English so that everyone can all fully understand them. Please do not include the accents you might do for an academic article.

UK spellings:

Organisation (not organization)

Programme not program (unless it is a computer program)

Practice v practise. We are a UK-based magazine and therefore [adhere to the UK rules here.](#)

% (not per cent or percent)

Use 'and' (not & or +)

Numbers: use letters for one to nine, but numbers from 10 onwards, unless you are opening a sentence with a number. In headlines, it's different: then it's okay to use numbers 1-9.

Use lower case for job titles: Use capital letters when talking about brands and businesses.

Punctuation: After a sentence ends use **one space** after the full stop before starting the next sentence.

We use single quotes as standard and double if it's a quote within a quote. Said Barbara: 'We know she's told us "less is more when writing for Spectrum" but I want to write more than 1000 words.'

Be sparing in your use of dashes in your sentences and there is a difference between a hyphen and a dash, (— not -).

Abbreviations: Mr, Mrs and Dr reflect our style. Likewise, BBC, PhD and BWY.

Use the BWY when referring to the British Wheel of Yoga. Not bwy or The Bwy.

Capitalisation: Proper nouns are not capped up.

The BWY is a yoga teacher training organisation not a Yoga teacher training organisation.

Dates: Saturday 13 April 2021. No th.

Years and Numbers: The BWY was formed in the twentieth century, in the Sixties. Until 1979, the organisation's HQ was in Acton, London.

Titles: The first letter in the names of books or TV programmes etc are capped up, but there's no quote marks or italics. The Hatha Yoga Pradipika is a key study book on our teacher training course.

Photo credits: Please include the name of the person who took the photo or the non-copyrighted site where the image was sourced e.g. Unsplash. You must either own the photo yourself or have sourced it from a similar photo sharing site where there are no cost or copyright implications.

Weblinks: Do include links where necessary in your article.

Common Spellings to watch for:

- accommodation
- benefited
- biased
- comprise (not comprise of)
- co-operation (hyphenated)
- cite / sight / site (quoting /seeing / place)
- dependant (noun)/dependent (adjective)
- email (lower case and no hyphen)
- enquire/enquiry (preferred to inquire/inquiry)
- focused
- fundraising
- instalment
- internet (lower case)
- judgement (moral etc)
- judgment (legal decision only)
- liaise/liaison
- manoeuvre
- no-one (hyphenated)
- postholder (no hyphen and lower case)
- principal (noun or adjective: chief, main, head)
- principle (noun only: ethical standpoint)
- program (computer applications only)
- programme (schedule of events, TV etc)

- riveting
- stationary (not moving)
- stationery (paper, pens etc)
- supersede
- website/webpage (no hyphen and lower case)