

CIM Magazine Statement of Purpose

Competitive Intelligence Magazine (CIM) is the premier voice of the Strategic, Market, and Competitive Intelligence (SMCI) community. Its primary aim is to further the development and professionalization of SMCI and to encourage greater understanding of the value of intelligence-driven growth and strategic decisions, by publishing original, high quality, content with an eye toward progressive thinking, innovative ideas, and best practices.

Intent:

- Enable SCIP members and associated professionals to reach the SCIP membership with insights into topics related to the SMCI profession and practice
- Introduce new concepts and practices to benefit SCIP members in their professional development

Critical Objectives for Every Article:

- Address an issue that is relevant and important to the audience
- Provide insights, examples, or ideas that will change the reader's thinking, and/or how they act
- Present those insights in a clear, concise, easily digestible manner
- Share case studies, lessons learned, etc. to illustrate points
- Submissions must not promote (or disparage) a particular product or service

Items Required to Submit an Article

| | |
|---------------|--|
| Title: | 25 words or fewer |
| Abstract: | 50-100 words, summarizing the key ideas, why someone would want to read it, what challenge or opportunity is being addressed, etc. |
| Keywords: | Include 4–5 primary keywords that best suit the topic |
| Main Text: | 700 – 3,000 words |
| Tools: | As these are published in HTML, authors are encouraged to include downloadable tools/templates (e.g. an Excel file tool), videos, etc. |
| Footnotes: | Footnotes should be included as necessary. The article body should also include hyperlinks to any SCIP or third party resources |
| Files: | Submit the article text in a Word document. Images can be embedded in the Word document or attached separately. |
| About you: | Please submit a bio, LinkedIn profile link and a hi-resolution photo. |
| Availability: | Author's preference for the article being members-only or public (SCIP reserves the right to make this determination) |
| Podcast: | Authors may be invited to record a brief (10 minutes or fewer) podcast interview, summarizing key points from their article. |

Author Guidelines and Publishing Agreement

- Readability:** Devices like lists, subheadings, and pull-out quotes improve readability. Use subheadings, sidebars, and lists to visually organize the article and facilitate scanning.
- Voice:** Please write in the active tense and in short, focused paragraphs, similar to a journalistic style. We will edit each article to reflect the standard 'voice' of the publication.
- Audience:** Articles are regularly shared by members with their peers, managers, students, etc. They all share a common interest and passion for positively impacting strategic choices using insights and intelligence.
- At least one member of the SCIP Editorial Board will edit each submission for content, continuity and style. Authors will have the opportunity to review the completed article layout before publishing.

Articles must be original work free and clear of encumbrances. Content should be new and original not previously published and containing references to all external sources used. We do not accept articles that primarily promote your own services or products. An exception is an article co-authored by a CI practitioner who is willing to provide a case study application.

Authors must confirm they have the copyrights of the textual and visual content provided and grant a first-use, non-exclusive right-to-use copyright to SCIP for publishing their article and graphics in both print and electronic format, and for posting on the SCIP website. Note that this does not prevent authors from re-using the content. We encourage authors to post their article on their website and redistribute their article at their discretion.

Authors must confirm their commitment to providing SCIP with the agreed upon content within a previously established timeframe. For example, if an author agrees to submit a series of four columns throughout the year, she has to adhere to the agreed upon editorial calendar and confirmed deadlines.

The above points are valid for all works submitted to SCIP. This form needs to be signed only once by an author to be valid for all of her works submitted for publishing in any SCIP publication. If you have any questions or comments, please contact Lisa Badolato at lbadolato@scip.org. Thank you for your time and effort.

Name _____

Position _____

Company _____

Date _____

Signature _____