

Project editorial policy

Project publishes articles on all aspects of the management of projects, programmes and portfolios and aims to be the voice of project management. It is the official magazine of the Association for Project Management, with a monthly circulation of more than 20,000 copies.

Editorial

Project readers are busy professionals with big demands on their time. With this in mind, articles must be credible and authoritative, but also entertaining, easy to read and relevant to a majority of the target audience.

Key questions that the editor will ask when reviewing an article are:

- Would this be accepted by a credible commercial journal – commercial journals accept articles with the aim of attracting and retaining subscriptions, this is an expression of the reader's value of a publication and its editorial.
- Will it help project managers do their jobs better – are there tips and insights that will help the project manager improve their project management practice.
- Is it offering something that is relatively unique – does this offer a new opinion, view or perspective on a subject or project, or does it offer a different way of looking at something?
- Does it have a spectacular outcome or result – Does it reveal exceptionally good or poor practice?

All articles must answer the first and at least one of the other three questions before being considered for publication.

All articles for Project must also satisfy two of the following three criteria:

- Does this support the strategic themes of APM?
- Will this benefit APM members and other readers of Project?
- Will this benefit Project commercially?

Style

Project aims to vary its editorial style to include features, how to guides, news, opinions, case studies, question and answer sessions, reviews, letters, fact files etc. The aim of this variety is to offer readers value depending on their available time, preferred reading style and what they want from the journal.

Project has a 'newsstand' editorial style therefore avoiding overly technical and academic writing. Project retains a 'voice' which is even handed, authoritative and confident. The style should be plain English. Sentences should be short and punchy. Articles should maintain a real-world context and be relevant to actual project management practice.

The editor of Project has final say on all editorial aspects of the publication and acts within an editorial policy agreed with APM.

Relationship with APM

Project aims to retain a position of credibility, balance and impartiality. This position allows it criticise and praise with equal authority. The editorial content is not overtly influenced by

commercial drivers e.g. advertisers, sponsors etc. No advertorial is carried. It retains credibility also by avoiding APM propaganda. As the voice of project management it considers contributions from APM staff and members against the same strict criteria as external contributions. Project avoids carrying:

- Updates and holding notices – it is not the role of Project to provide project updates to the membership about APM activities unless it passes the stated editorial criteria.
- Overt APM promotion – whilst sympathetic to APM and its activities, it is not the role of Project to promote APM above more worthy activities. Likewise, it is the role of Project to treat those that might be perceived as APM competitors (e.g. PRINCE2, PMI) with an equal hand.

As a fundamental point of principle, it should not be assumed that contributions from internal contributors will automatically be carried by Project. Project is more likely to carry news on the outputs and products of APM projects, rather than the projects themselves.

This approach benefits APM, Project and its contributors. Project is able to retain readers and therefore advertisers and APM retains a communication channel not restrained by internal APM politics and all contributors can be safe in the knowledge that they are being published on the merit of their writing.

Letters

Project welcomes all letters from readers; priority is given to letters that further the debates contained within the magazine. As the articles in the magazine contain the opinions of their authors and not those of Project or APM, the magazine does not respond to any letter directly – either in the publication or privately. The only exception to this is when clarifying statements of fact or reconfirming the editorial policy of the magazine.

Letters aiming to raise an issue that the reader feels APM should support, should be addressed as challenges to the profession rather than the association specifically. As a registered charity APM must always act in the public interest, it is therefore unable to respond directly to individual concerns through *Project*. APM considers all letters and editorial featured in *Project* as a valuable contributor to the development of project management knowledge and practice. Any challenges to the profession raised are considered as part of its knowledge development activities.

Letters relating specifically to APM services and activities should be directed specifically to the association itself. This correspondence will be dealt with in accordance with its *Customer Feedback and Complaints Procedure*.

Editorial policy history

Originally created: February 2007

Updated with section on letters: October 2008

Updated with second paragraph to letters section: June 2010