



the monthly magazine  
with the most interesting  
about food.

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el magazine mensual  
con lo más interesante  
de la gastronomía.

Kit for Authors 2018





# DEFINITION

«**WORLD GASTRONOMIC MAGAZINE**» -known as well by its acronym «**WGM**»-, emerges in the face of the demand of an **international specialised gastronomy magazine** of reference in the areas of investigation and promotion.

The publication is a **magazine of cultural, scientific and entertainment outreach**, which contains themed articles and reports that cover all the fields in the relation between human being and food.

It has a careful, elegant and classic design , which facilitates the reading and the comprehension to the reader, and it's an excellent format of communication for institutional and commercial messages.

The claim of WGM is "**WHAT ON FOOD?**" and it's defined as an atemporal magazine. It doesn't necessary reflect a current reality, but at the same time it will be able to report of a recent event, and maybe be concerned about secular theories or even tell the story of an elaboration or a business.

WGM's editorial line matches fully with the Mission and Values of the prestigious transnational Institution **World Gastronomic Institute**. The magazine is the Official Publication of this Organization. As an promotional tool, the magazine pursues to collaborate with some consistent targets of the so-called 'gastrodiplomacy': «the use of the food and the kitchen acts as an instrument to create an intercultural understanding in the hope of improving the interaction and the cooperation».



# FORMATO

WGM is an information container, with monthly frequency and **bilingual** edition, in English and Spanish. It is planned to launch monographic special editions occasionally.

The publication has a limited prestige edition published **on paper**, distributed under request, and it has a **digital** version focused on the individual experience of the reader and the connectivity on the social media 3.0. The digital magazine will be distributed on PDF format through (subscription) an online in the official website **WWW.WORLDBGASTRONOMY.ORG/WGM**. It also includes a 'User's Interface' version with all the articles placed individually that allows the reader the access to the content by a direct action or through research applications, achieving audiences accumulation in time and the possibility of a visualization of a message from an advertising or sponsor many months after being published.

The number of pages it's established on each edition depending on the amount of information and the size of the issue, the publication of articles of exception and the advertisement hired. It is true that the initial template considers a number **between 72 and 120-160 pages**.



# CONTENT

The magazine is designed by Sylvester Newell & Co. in collaboration with the World Gastronomy Institute, as an informative and formative high prestige publication, both for the excellence and strictness of its content -thanks to the reliability of its sources-, and by the firm of the collaborators, selected between the higher institutional responsables of the themes treated, international experts and relevant academic proffesors.

«WGM»'s index is structured with independent reading Articles about topics likes:

- Alimentary Products**
- Trade & Politics**
- Health**
- Food Tourism**
- Anthropology**
- Cultural Heritage**
- Technology & Development**
- Diversity**
- Sustainability**
- Marketing**
- Professional Sector**
- Institutional**

El magazine también cuenta con **Secciones** estables (no necesariamente fijas) entre las que se encuentran: The magazine also counts with steady Sections (not necessarily in all issues) in which it can be found:

- FOOD TRENDS – Business, Economic and Marketing News
- HAUTE CUISINE - The Chefs and his Recipe
- COCKTAILS WITH HISTORY
- OFFBEAT WORLD
- COFFEE & TEA
- TRADITIONAL ALCOHOLIC BEVERAGES - Wine, Spirits, Beer and More
- THE GOURMET LOOK
- FOOD TOURISM
- TOP RANKINGS... AND MORE.

# TARGET

The magazine is **intended to different Targets**, among which appear the readers that are interested on food for any motivation, which can go from the mere curiosity, to the technical and professional specialization.

According to a research study hired by Sylvester Newell & Co, the **expected AUDIENCE for «WGM», will be 1.100.000 - 1.300.000 readers / article year**, and will **INCREASE** thanks to the accumulated audience, since the articles will have a long life because the will be in a permanent and accessible form in Internet.

Therefore, «WGM» is a channel of communication of interest for diverse implied sectors that want to accede to the gastronomic world, prescribers, companies, general audience and the institutional setting.

All the contents of «WGM» are available in English and Spanish, acceding this way to a **unparalleled global market**: 572 millions of people speak Spanish in the world; English is an official language in 55 countries and it's spoken a range of 400 to 800 millions of people, adding native language and secondary language



# WGM

## WORLD GASTRONOMIC MAGAZINE

WHAT ON FOOD?  
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### INFORMATION, RULES AND ADVICE FOR AUTHORS

#### MANUSCRITS AND SENT MATERIAL

- The manuscripts must be sent to [wgm.magazine@gmail.com](mailto:wgm.magazine@gmail.com), always attaching the needed material. MATTER of the e-mail will be «MANUSCRIPT MAGAZINE»,
- The original articles must be sent in a word processor program WORD (Windows), in any later version to 2007 and copy in PDF. The document will have to be open and without protection so it can be easy to manipulate for the graphic design. The Manuscript will processed in the fault typography of Windows «CALIBRI» type in the body size 12 pt. Using common spaces, in a simple form, well adjusted to the margin (always aligned on the left side and the right side), and without tabulations or extra spaces.
- There isn't **EXTENSION** limit stipulated for WGM's articles. By the way, it is expected of an article to be written in a range of 300 to 1200 words. It is possible to publish articles of major or minor extension, always in agreement with magazine's Editorial Committee. Therefore, it is recommended to consult the extension every time. As reference, in Word processor (Windows), Calibri typography in a body size of 12pt, has average of 16 words per line
- **LANGUAGE:** «WGM» is a bilingual magazine edited in Spanish and English, so ALL the articles and communications - exempting the advertising - must have a version in both languages. All the Authors and Collaborators are asked to send their contributions already edited and drafted in English and Spanish. If WGM accepts an article written only in one language the author will not be able to realize claims about the translation. The translations will have to be realized in agreement to the grammatical and syntactical logic and rules, and the automatic translations will not be accepted.
- **TOPICS:** The received articles will have to be about the fundamental subject matter of the magazine, the gastronomy, the food, in any of its manners, preferably if they can be fitted into some of the classifications described in the paragraph 'Content' of this folder. All the collaborations are subjected to the approval of the Editorial Committee, depending on criteria and editorial moment, suitability, relevancy, legibility, technical quality and correspondence with the regulations of publication of the magazine.

#### ANNEXED DOCUMENTATION REQUIRED

- **Author's Identification Profile:** The author must attach a document or e-mail the following information:  
**Name / Surname and professional position** (signed with the name /signature that will appear in the article). Nationality and Identity Card Number and / or Passport - Contact telephone and e-mail
- **Copyright: Declaración de Autoría:** When the Authors send WGM their contributions by email, they de facto carry out a Declaration of Authorship, certifying that they are written by them and personally accepting any complaint by intertextualizations, plagiarism or similar.
- **Publication Rights:** Authors of the articles published in «WGM» are received as «COLLABORATIONS» and in no case will they be remunerated for their articles. By submitting the articles as altruistic contributions, they assume that «The Authors assign to WGI the Publication Rights of their Article, without geographical or temporal limitation and universally within the category of voluntary collaborator». By default, the authors undertake to send their manuscripts not to reproduce them in other periodicals and to request the approval of WGM for other types of technical publications, for their reproduction in other types of media, including Academic matters; Likewise, they commit to cite the journal when it is agreed to re-publish it in other media.
- **Attribution:** The Name and Surname of the Author will appear in the article as well as in the credits staff of the magazine, according to the data provided by the Author.
- **Article Information:** The following data will be specified in this order: Title suggestion of the article (in English and if possible, in Spanish), ensuring that it does not exceed 10 words in each language. Suggestion of highlighted phrases and suggestion of several Tags (descriptors or keywords) that identify the content of the article for the online positioning in the internet search engines (in Spanish and English).
- **Photographs and Images:** Authors are requested to provide photographs and images that will illustrate their article, especially when the use and authorization of publication of images are from the author or property of an Entity/Institution with which they collaborate. Or that they select images which are royalty-free by Common License. In this case, it is requested that the copyright data is included so it can get included as a reference, in the same way as the texts. The images must be high quality and preferably provided in electronic file such as JPG, JPEG, TIF, GIF or PNG format, and in High Resolution (300 dpi).