

Editorial Guide

Are you planning to publish an article in the trade journal “IST – International Surface Technology”? In the following you'll find helpful information to guide you through the publishing process.

The trade journal “IST”

- is aimed at companies involved in industrial surface technology. These are companies that treat products in-house or as service providers for surface technology. In addition, IST is aimed at manufacturers of plants, processes and materials for industrial surface treatment.
- provides these target groups with reports on current developments, practical solutions and fundamentals. provides these target groups with coverage of the latest developments, practice-relevant solutions, and market overviews on all aspects of raw materials, adhesives and sealants, equipment and plant engineering, applications, and research and development

Your article should include the following elements:

- The name(s) of the author(s), including first names and (optionally) titles
- Picture of the author
- The name of your company or institute and the position(s) held by the author(s) (e.g. Head of Research & Development)
- The article title: should be informative
- The subtitle: should be compact and to-the-point
- The lead-in text should wake readers' curiosity and should highlight the benefit / the goals of the article using as few words as possible (ca. **350 characters including spaces**)
- Brief sub-headings help to structure the text and make it reader-friendlier
- Picture captions should explain the respective picture

Please note these important points:

- The article should be between **6,000 and 9,000 characters** long (including spaces); with illustrations, this amounts to two or three printed pages.
- The main body of the text should only include essential elements that highlight and describe what is unique and new in the article. Additional information, e.g. detailed plant procedures and processes (which we can assume most readers are already familiar with), process-related data, formulas, and detailed feasibility / viability considerations should not be included in the main body and should be placed in separate info-boxes; the same applies for fundamental information. This allows readers to selectively focus on the (visually separate) information if they prefer, boosting your article's reader-friendliness.
- If you use abbreviations, please write the full-length version the first time you mention them.
- In terms of illustrations, you should plan on 1 to 3 images per printed page.
- There should be absolutely no advertisements or endorsements (product placement).

We need the following from you:

- The manuscript as a **Word file without the images** and as a **PDF file including the images**
- Images: Graphics and photos should be in separate files
(Please use JPG format and a resolution of at least 300 dpi to ensure optimal print quality.)

The workflow at our publishing house:

- Once your submitted articles has been read through and edited by our staff, you will receive the proofs for your approval. If you then have requests for minor changes, our editorial staff can still integrate them prior to publication.
- Once your article has been published, you will receive a printed sample copy.

We require that the submitted article has not been previously published elsewhere and was not simultaneously submitted to another journal for publication. By submitting your manuscript, you transfer all distribution rights, including the right to translate the article into other languages and to photomechanical reproduction and duplication, to our publishing house.

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