

THE LONDON MAGAZINE



STYLE GUIDE

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1. FORMATTING

- **Font and paragraph styles**

All articles should be formatted to the following specifications:

Font: Times New Roman

Size: 10

Spacing: At least / 14pt for spacing after and at

Text: Justified

Margins: 2.54 all sides

Poems or quote within text: indented equally by 1cm on both sides. Formatted in same style as rest of the body. Poems are as contributor wishes them to be formatted.

- **Review information required**

Title, **Author**, Publisher, year of publication, xxpp, £xx.xx (hardback/paperback)

Exhibition Title, **Gallery + Curator(s)**, Dates

etc. *et cetera* never etcetera

- **Titles**

All words in titles are capitalised except for articles, prepositions and possessive adjectives (unless they are the first word) — When Anna Laughed at her Friends

This rule follows for essays, books, song etc. — unless the title is French, Italian etc. where only the first word is capitalised.

- **Italics and inverted commas**

All titles of works of art (painting, sculpture, film, photograph, book, play, opera, song, newspaper or magazine) are printed in italics.

The titles of individual parts of a work (poems, short story and essay titles) are printed in single inverted commas

Foreign words should always be italicised (*déclassé*, *ad infinitum*) — this is not the case in poem titles, e.g. Oscar Wilde's 'Impression du Matin'.

- **Section breaks and spaces in text**

For a section break, four asterisks and another line should follow one line break.

A new line should be used for speech

Single spaces between ellipses

Initials should have full stops after them and a space between them, e.g. T. E. Lawrence

Em dashes should have single spaces either sides and be used for interjections or additional thoughts (She hoped her colleagues — Maurice, Hamid and even Withers — would discover the ruse.) Never use the American complete dash that connects both words.

There should be no spacing either side of a stroke/slash, even when used to indicate a new line in a poem

2. QUOTATIONS AND DIALOGUE

The magazine uses single inverted quotation marks for all general quotations.

E.g. ‘The London Magazine was founded in 1732.’

Quotations within quotations are given double quotation marks as follows:

E.g. ‘The London Magazine has been described as “...’

Any quotations over three lines long should be indented as follows:

The London Magazine is England’s oldest literary periodical, with a history stretching back to 1732. Today – reinvigorated for a new century – the Magazine’s essence remains unchanged: it is a home for the best writing, and an indispensable feature on the British literary landscape.

If the quote is within a line of text the full stop or comma goes outside the inverted comma. If the quote stands alone or comes after a colon and the full-stop/comma is part of the quote it goes inside the inverted comma.

Breaks within a line of quoted text: three-dot ellipse; breaks between two sentences of quote text, space, three-dot ellipse, new sentence.

3. NUMBERS AND DATES

Spell out dates as follows: seventeenth century *not* 17th century

Nineteenth century (referring to a noun); nineteenth-century architecture (hyphenated when a noun)

Decades can be written as either the 1980s or the eighties, mid-sixties – but must be consistent.

Dates: On the 19 March 2016

All numbers should be written as words, not figures (eight, ten, twenty-four, a hundred, hundreds, ten thousand)

Do not use hyphens for e.g. six thousand or twenty years

4. SPELLING

The London Magazine goes by English spelling.

E.g. realise *not realize*, colour *not color*,

British English spelling must be maintained throughout, even within quotes — ostracise, honour, centre etc.

Secondary school *not* High-school | Pavement *not* Sidewalk | Film *not* Movie

Watch out for odd spellings such as ‘practising’ — English

‘practicing’ — American

5. GRAMMATICAL RULES

General:

- Apart from when essential to style — such as in fiction and quotes — contractions are avoided e.g. ‘cannot’ rather than ‘can’t.
- Mr., Dr., and St. have a full stop after their abbreviation
- Where possible, sentences and paragraphs should not begin with ‘And’ or ‘But’.
- No sentence should be ended with a preposition.

- Seasons do not take capital letters.
- Compass points do not take a capital letter, they should only be capitalised when referring to a political/conceptual bloc, e.g. 'Iran is angry at the West' or 'She was learning Eastern philosophy'.
- Ongoing not on-going
- Fascinating as that... correct. As fascinating as... incorrect
- 'Appreciation of' rather than 'Appreciation for'.
- Coordinate rather than co-ordinate

Common grammatical mistakes:

Comma rules:

- **'And' test:** If you can substitute 'and' for the comma it belongs there.
- **Coordinate vs. Cumulative adjectives:** coordinate adjectives take commas between them as they each separately modify the noun that follows so should have a comma between: 'heavy, bulky box'.
- Cumulative adjectives don't separately modify the noun. Instead the adjective beside the noun pairs with it and then the adjective before modifies both so should not have a comma: 'thin white paper'.
- If the meaning of the introductory clause is restrictive, [explain] then there should be no comma, as a restrictive clause should not be separated from what it is modifying.
- **Oxford comma/serial comma rules:** a serial comma comes before 'and' or 'or' in a series of three or more things. It must be used to prevent ambiguity occurring as examples of series without one proves: 'This book is dedicated to my parents, Ayn Rand and God.' Some sentences can remain unambiguous without the serial comma but it is best to be consistent.
- There should be no comma after a time signifier: 'At eight o'clock they went out'.
- There should be no comma after the word so
- There is no comma after 'In' — 'In the second stanza the image is repeated'.
- Comma before 'she said'
- Unless contributor explicitly wishes it there should be no comma before 'but'.

Hyphenation:

- Do not hyphenate noun compounds i.e. website/healthcare/coursework
- Where compounds modifiers are used, they must be hyphenated i.e. part-time study/ well-known artists
- Where possible do not use hyphens to split words at a line break; try to ensure (space allowing) the whole word is brought over to the next line

Apostrophises:

- Use 's to indicate possession after single nouns and plural common nouns
- If the noun ends in s and when spoken an extra s is not pronounced i.e. students' union or Mr Hastings' pen, then in this case place the apostrophe alone after the word.
- If the extra 's is pronounced in spoken English then add it the word even if it ends in s to i.e. Jones's not Jones' and the canvas's size
- Do not use an apostrophe in possessive pronouns

Non-restrictive and restrictive clauses:

- If the sentence contains a non-restrictive clause, something that can be left off without changing the meaning of the sentence, then use which, whose, who or whom as appropriate and introduced by a comma. Never use that to introduce a non-restrictive clause. Non-restrictive clauses simply add extra information.
- If the sentence contains a restrictive clause, part of the sentence that cannot be lost as it specifically restricts some other part of the sentence, then you use that without a comma.
- Examples:
 - 'The London Magazine is a literary and arts review, which was established in 1732.'
 - 'The magazine that you are reading is called The London Magazine.'

5. ILLUSTRATIONS AND ARTWORK

Please supply files in either Jpeg or PDF format. As hi-res as possible, ideally with a minimum 300 dpi.

The information we require to print alongside the images include:

- Title of Work
- Date
- Artist

- Materials
- Dimensions
- Copyright

6. NOTES AND REFERENCES

As The London Magazine is not strictly an academic journal we steer clear of traditional footnotes and endnotes and prefer to integrate any references into the text of any given review or essay. However if references to any given titles do occur they should be formatted as follows.

In _____ (Faber and Faber, 2014)

7. GENERAL RULES

- **Word Lengths**

PRINT

Reviews: 900-1500

Essays: up to 2500

Fiction: up to 3000

ONLINE

Reviews: 500-1000

Essays: 1500 max

Fiction: 1500 max

- **Choice of language**

No slang or swear words unless within and essential to a fiction piece or within material quoted within an essay.

Under eighteens should be referred to as boys and girls/ Over eighteens men and women.