



Editorial Guidelines

SBMA Newsletter (“The Crucible”) Editorial Guidelines for Contributors

The SBMA newsletter serves as a platform for sharing insightful, informative, and relevant content that advances the precious metals industry. As part of our commitment to maintaining high editorial standards, we’ve created these guidelines to help our contributors craft content that aligns with our mission and meets the expectations of our audience.

These guidelines are designed to ensure that all contributions reflect the professionalism and credibility that SBMA upholds.

1. CONTENT FOCUS

We welcome contributions that align with the **interests of SBMA members** and the broader **precious metals community**. The following types of content are encouraged:

- ✓ Industry trends and analysis
- ✓ Insights on regulatory changes affecting the market
- ✓ Research or studies relevant to precious metals
- ✓ Technological advancements and innovations
- ✓ Events, conferences, and key industry milestones
- ✓ Educational articles on market dynamics, investment strategies, and precious metals trading

However, **promotional content** disguised as editorial material will not be accepted. Content should aim to inform, educate, and engage readers—**not simply promote products, services, or businesses**.

2. EDITORIAL CONTENT AND ADVERTORIALS

We understand that many contributors represent member companies, and sometimes these companies wish to highlight new products, services, or initiatives. While we encourage sharing insights and news, there are clear distinctions between editorial content and promotional material:

- **Educational vs. Promotional:** If you are promoting a product, service, or event, it must be framed in an educational or informative manner. Articles that are **primarily designed to promote** a company’s offering or brand will be categorized as **advertorials** and will require a **sponsorship fee¹** for publication.
- **Author Byline:** All contributions should have a specific author listed (even if the author is a representative of the company). **Articles attributed to the company as a whole, without an individual byline, will be treated as advertorials.**

- **Balanced Content:** If the article touches on a new product or service, it must include **objective commentary**, not solely promotional language. Articles should balance promotional information with valuable industry insights, without pushing a sales agenda.

EDITORIAL	VS	ADVERTORIAL
Educational		Promotional
Attribute to author		Attribute to company
-		Chargeable*

3. AUTHOR ATTRIBUTION

- **Bylines:** Every article must have an individual author. Even if the author is representing a company, an author byline ensures the content is recognized as informational rather than promotional. It also allows readers to know who is behind the content and gives the piece greater credibility.
- **Author Credentials:** Please provide a brief bio (2–3 sentences) about the author at the end of the article, which may include their role within the company and relevant expertise. This helps establish authority and trust with readers.



Sample of an author attribution

4. TONE AND STYLE

- **Professional and Objective:** Articles should maintain a **professional tone** that reflects the standards of the precious metals industry. Please avoid language that could be perceived as overly sales-oriented or informal.
- **Clear and Concise:** Use clear, concise language that provides value to the reader. Avoid unnecessary jargon or overly technical language unless it's essential to the subject matter. The goal is to educate a broad audience, from industry professionals to investors with varying levels of experience.
- **Engaging and Informative:** While the tone should be professional, articles should also aim to **engage the reader**. Use real-world examples, case studies, or data to support your points, and ensure the article provides tangible takeaways for the audience.

5. ORIGINALITY AND COPYRIGHT

- **Original Content Only:** All submissions must be original work and not have been published elsewhere. Recycled content or articles that are reused from other publications will not be accepted.

- **Plagiarism:** Any form of plagiarism is strictly prohibited. Please ensure that any external sources, quotes, or data are appropriately cited. SBMA reserves the right to reject or remove content that violates these principles.
- **Permissions:** If you're including third-party content (such as images, charts, or research), make sure you have the proper permissions or licenses. Any unauthorized use of copyrighted material will lead to rejection of the submission.

6. LENGTH AND FORMATTING

- **Article Length:** Articles should be between **600 and 1,200 words**. Please adhere to this length to ensure the content is digestible and engaging for the reader.
- **Formatting:** Use headings, subheadings, and bullet points where appropriate to make the article easy to scan. Keep paragraphs short and focused.
- **Visuals:** While we encourage the use of charts, graphs, or images to complement your article, please ensure they are relevant, high-quality, and properly credited. The visuals should **add value** to the content rather than just embellishing it.

7. SUBMISSION PROCESS

- **Submission Deadline:** All contributions should be submitted to the SBMA Secretariat for consideration in the next edition of the newsletter.
- **Review Process:** All submitted articles and advertorials will be reviewed by the editorial team for alignment with SBMA's editorial guidelines. Please note that while we encourage all submissions, **not all articles and advertorials will be selected for publication**.
- **Editing:** SBMA reserves the right to edit or modify the submitted article for clarity, style, and length. Authors will be consulted about any major changes.

8. LEGAL DISCLAIMER

Contributors should ensure that any content related to investment, financial strategies, or market forecasts includes a **legal disclaimer**. The content must not be perceived as offering specific investment advice or recommendations. Here's an example disclaimer to include:

"These materials are provided for general informational purposes only and do not constitute investment advice, financial advice, or a recommendation to buy, sell, or hold any financial products."

9. CONFIDENTIALITY AND COMPLIANCE

Please ensure that any proprietary or confidential information (whether related to your company or another entity) is not shared without proper authorization. All submissions must comply with relevant legal and regulatory requirements, including those pertaining to **advertising and financial promotions** in Singapore.

10. ETHICAL STANDARDS

- **Transparency:** Be transparent about any conflicts of interest or relationships that may exist between the author and the company mentioned in the article. Full disclosure is essential to maintain trust with readers.
- **Respectful and Inclusive Language:** Ensure that all language used is inclusive, respectful, and appropriate for a diverse global audience. Avoid any form of discriminatory or offensive language.

By following these editorial guidelines, you'll help ensure that your article is in line with SBMA's mission of promoting knowledge, integrity, and growth in the precious metals industry. Our goal is to provide our members with valuable, trustworthy, and high-quality content that supports the development of the market.

We look forward to receiving your contributions!

Please note: The page your article/advertorial appears on will be up to our discretion.

Contact Us

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