



Exciting opportunity!
Submit your articles to The CMA

SHARE YOUR NEWS
AND GET PUBLISHED BY
THE CMA



Let The CMA Help You Promote
Your Business!

THE-CMA.ORG.UK



An amazing CMA Members' opportunity!

Would you like to submit an article for publication in The CMA's NEW weekly Newsletter or for The CMA's website?

This new initiative from The CMA is specifically designed to help you promote your business. This incredible opportunity is open to all our Registered Members as an amazing new CMA Membership Benefit:

- Practitioners
- Training Schools
- Clinics
- Spas
- Retreats
- CMA Approved Suppliers
- Association Members



What is included:



Jayne Goddard MSc, FCMA, FRSM
President, The Complementary
Medical Association

Important

There is no charge for this incredible opportunity! This is a new Membership Benefit for CMA Members only!

This publication offer is an incredible opportunity to grow your business by becoming a published CMA contributor.

Remember that publishing an article is an incredible way of building your profile and credibility - and improving your online visibility - thus contributing to substantially growing your profile.

If you've always wanted to share your news, views, case studies and more with your professional colleagues, journalists and the general public - we have a fantastic opportunity for you - as our weekly e-Newsletter goes out to 26,500+ recipients all of whom are committed complementary medicine fans.

Our audience comprises CMA Members in all categories: Practitioners, Training Schools, Students, Journalists, Retreat, Spa and Clinic owners, CMA Approved Suppliers and other Associations and their Members.

Our newsletter also goes out to members of the public and doctors/medical staff who are really open to learning about the latest news and research in this fascinating field.

Our newsletter is shared far and wide and in total, our overall readership comprises approximately 50,000 people!

My colleagues and I are really excited to see your articles - so please don't hesitate - we are here to help!

A handwritten signature in black ink that reads "Jayney".

Very important

We ONLY accept articles that are genuine news articles - we do not accept 'advertorial' pieces - so please don't submit these as 'articles' as they will be rejected. Our readers and site visitors want to learn from your article and they are hungry for ground-breaking information. This is an incredible opportunity to spread the news about your work and your developments and to tell the world about what you are doing - and how you are helping people.

Please take advantage of this amazing opportunity

We do not charge to publish your articles - unlike many other platforms - as we believe that well balanced, reliable information should be freely available - especially if it helps people make informed decisions about their healthcare. This no-charge-to-publish policy sits well within The CMA's remit - that of being a non-profit organisation - run by complementary medical and natural healthcare experts - who believe that the healthcare options offered by our Members support the greater good!



About the offer



But... what if I want to run an actual advert?

To support the outstanding work we do, we accept a very small number of carefully chosen adverts and advertorials (which are clearly marked as such) which can run in The CMA's weekly e-Newsletter - with a link either to your site or to an article on The CMA site - whichever works best for your campaign.

You are eligible to run one advert - or a whole series of them - as many of our Members do!

If you would like to find out how you could get involved with this initiative and get massive, perfectly targeted, exposure to your ideal audience - and support the work of The CMA please contact us at Admin@The-CMA.org.uk.

This opportunity is offered to one advertiser only per newsletter and it constitutes an incredible commercial advantage as it is impossible to find a list like this anywhere else.

Submission Essentials

1. Guidelines

Please carefully read the guidelines below and if you have any questions please feel free to [email us](#).

The CMA has two forms of publishing: our weekly e-Newsletter and our website. Publishing guidelines are similar for both.



2. Please assist us

Due to the amount of time that it takes us to unformat, spell-check and generally re-edit articles that have been submitted in the past, we have had to establish the following guidelines.

We regret that if these guidelines are not adhered to then it is unlikely that we will be able to publish your article as we have a vast number of articles submitted to us for consideration.

Submission Essentials

Use the following as a checklist before you send your article off to us:

- Your article must be EDUCATIONAL in nature - and not advertising or advertorial in nature. Thus, articles must be factual, educational and not simply promoting a product or service.

For The CMA website

- The article length must be no more than 700 words, plus references. This has been demonstrated to be the optimum length for internet articles. Your article can be linked to another article - e.g. on your own website if you have more to say.

For The CMA's weekly e-Newsletter

- The CMA's weekly e-Newsletter exists to inform our readers about the most recent and up-to-date news that is directly relevant to the complementary medical and natural health environments. The structure of the e-Newsletter is such that we have snippets of articles on the newsletter that then link elsewhere. Your article can be linked to another article - e.g. on The CMA site or your own website if you have more to say. We call the initial text that alerts the reader to the longer news item, "Teaser Text". We put this Teaser Text into the e-Newsletter and then give the reader to click on a "Read More" button to get to the rest of your copy.
- If you are submitting an article for inclusion in The CMA w-Newsletter, the structure of the Article should look like this:
 - Teaser Text 50 words - make them exciting and interesting enough for the reader to want to click through to the full article.
 - Your full article length must be circa 700 words. (Unless by prior arrangement in special circumstances.) It is fine to use the initial copy you sent for the Teaser Text as part of the longer article.

Formatting

Please submit your article in the following format:

- · Format must be Microsoft Word
- · Font must be Arial
- · Font Size must be 11
- · Headings must be font size 14 – we will reset your headings for you on publication
- · Do not use italics except when quoting someone else. If so, use quotation marks
- · No underlining
- · Line spacing must be single
- · Line spacing before and after paragraphs must be single
- · No indentation
- · Spell-check your article - you'd be surprised at the number of articles we receive which have not been properly checked for spelling and grammar. We do not have time here to proof your articles and those which do not meet our standards will be returned once with a request that you have your article properly proofed. We will not accept an article which is submitted a second time if it still contains errors.

*We look forward to showcasing your work to
the world.*

*We are so proud of our brilliant Members and
can't wait to hear from you!*

Graphics and Referencing Checklist

Graphics

By submitting any graphics to us you confirm that you are the copyright holder of said graphics and you indemnify The CMA against any action brought about as a result of possible copyright infringement.

NOTE: It is not possible for us to lift a picture out of a Word doc at sufficient resolution. So, all of your graphics, charts and photos must be submitted as separate files and must be high resolution .jpg or .png files minimum 300dpi.

You must clearly explain where the graphic is to sit within your article – we cannot guarantee that we will be able to precisely replicate your layout – but we will of course do our best to do so.



Referencing

Please always include references and bibliography wherever possible and appropriate. Please use the [APA 7th edition style](#). This link takes you to a free APA reference style generator.

Copyright and quoting

Copyright

Copyright of any article submitted and subsequently published by The CMA belongs to The CMA, unless by prior agreement.

Quoting Other's Work

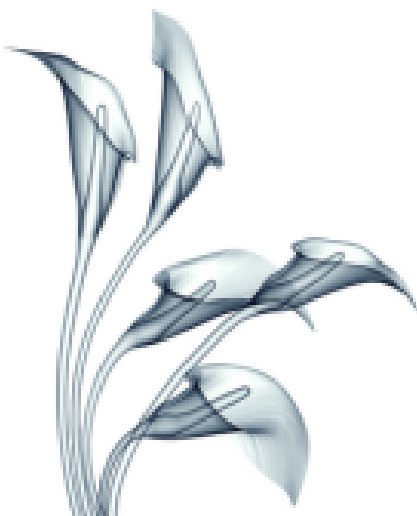
If you are using someone else's work or are quoting another person, it is your responsibility to ensure that you have full written permission to do so and that you are not infringing their copyright.



Many thanks!

Many thanks for your help with sticking to our guidelines!

It will really help us save a lot of time enabling us to get on with the exciting business of publicising your valuable work and ideas!





We look forward to receiving your
article submissions - it is an
incredible opportunity to promote
your work and we can't wait to hear
from you!

The Complementary Medical Association

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