



***Business & Marketing Strategy
Guidelines for Contributors***

Revised: July 2001

About Pool

Pool is a collaborative on-line business and marketing strategy magazine. It is different as it enables readers to contact authors directly either by e-mail or through their Web sites. As such, the magazine is alive. Each feature article is linked to the author's **Pool** biography. This biography can be updated at any time, not only when new articles are added. The biography highlights any other articles written by the author for **Pool** as well as providing the author's Web site and e-mail address.

Pool represents a growing resource for business and marketing strategy on the Web. It attracts readers through a growing reputation for quality writing and regular updating.

There is no charge for readers to access **Pool**. Revenue comes through advertising and affiliate links with on-line bookstores such as amazon.com. It is intended that **Pool** remains a free resource for readers and revenue is intended to help maintain the site.



Submitting an Article

Pool welcomes submissions for articles, book reviews or “I wish I’d thought of that” ideas. It is recommended that features are 1,000 to 2,000 words in length and may contain graphics. The submission should be accompanied by a short biography that should include e-mail address and Web site address (if appropriate) and a photograph may be included. Ideally, the submission will be in Word format.

E-mail all submissions to the editor of **Pool** at info@throughtheloop.com.

The copyright of the feature belongs with the author. As publisher of **Pool** Through the Loop Consulting retains copyright of the format only. **Pool** or Through the Loop are not responsible any errors or omissions.

The article subject should cover business and marketing strategy and should not be a simple sales pitch. The articles that are most popular are more general and therefore appeal to more readers. An overview of the type of subjects included in **Pool** so far can be seen in the Deep End index on the Web site.

After Submission

Once accepted, the article is usually on-line within days. You will be given details of the article’s individual url to check out the look. It will also be linked from the themed Deep End Index and available for readers to view.

It is possible to track the number of times a certain article or biography is downloaded. This is compiled at regular intervals and posted on **Pool**. All authors are sent details of the relevant url when this is updated. Note that this also indicates the subjects that are most popular with readers.

The **Pool** home page is updated every quarter. At this point the number of downloads will increase as the visibility of the article has increased. Furthermore, over time, the article will be picked up by Web search engines and may be accessed directly following a Web search.

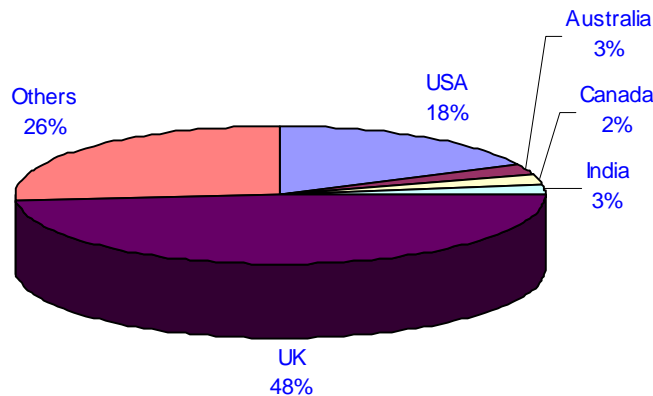
Pool Demographics

The following demographic data has been gained from an analysis of registered **Pool** readers. Note that registration is voluntary.

Country of Residence

The UK accounts for almost half of **Pool's** readers. The second most popular country is the USA.

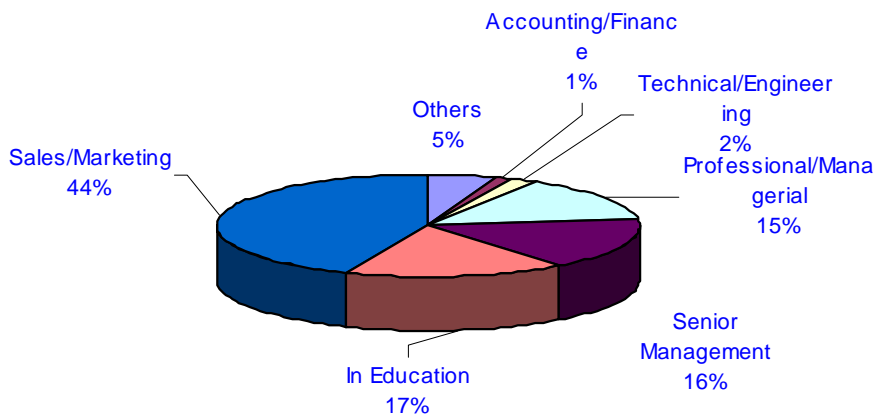
Country of Residence



Occupation

There is a wide range of occupations represented by **Pool** readers. Sales & marketing is the most popular followed by those still in education and professional/senior management.

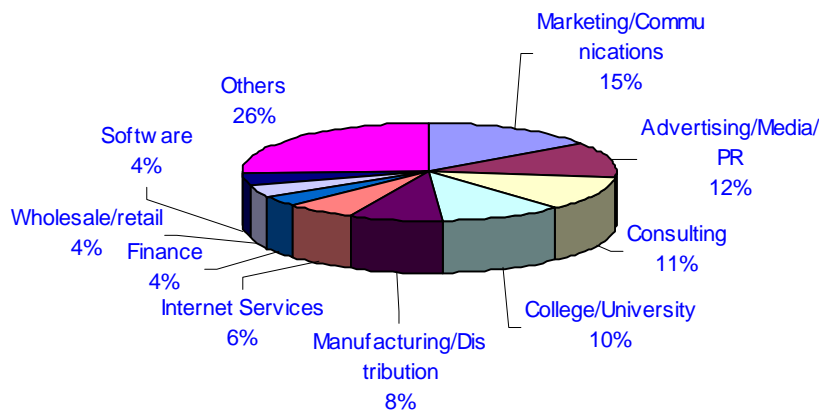
Occupation



Organisation Type

Pool readers come from a variety of organisation types.

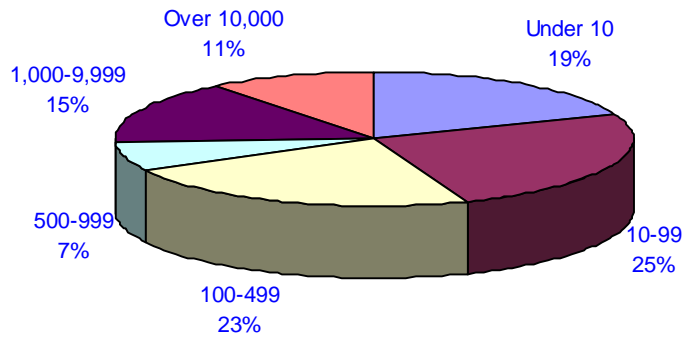
Organisation Type



Company Size

There is a wide spread of company sizes for *Pool* readers.

Number of Employees



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