

Editorial Guidelines

Get your company published in the world's most powerful biotechnology publication.

GEN's editorial strength lies in its wide breadth of coverage, encompassing the entire field of biotechnology: from the latest advances in drug discovery, OMICs, and gene editing research through translational medicine, bioprocess scaleup, and commercial production. Biotechnology professionals rely on *GEN* for authoritative coverage of genomics, cell therapy, next generation sequencing, epigenetics, immunotherapy, CRISPR gene therapy, biomarker discovery, precision medicine, bioprocessing, and more.

GEN welcomes your news and new product releases. We also invite companies to submit tutorials as well as technology overview articles that serve to demonstrate your firm's expertise and bring you new business opportunities.

Please see *GEN*'s guidelines below for submitting news, articles, tutorials, and new product information.

SUBMISSION GUIDELINES

News

Send all press releases to Julianna LeMieux at julianna.lemieux@sagepub.com.

News stories are written by *GEN* staff, posted on our website, and distributed in a daily [eNewsletter](#) to subscribers.

If possible, consider sending press releases a few days in advance of the news being released. *GEN* writers will honor embargoes.

People in the News

GEN lists new hires and promotions in the industry in each issue of its monthly magazine. Send people announcements to savannah.wiegel@sagepub.com.

New Product Announcements

GEN offers biotechnology tool providers a compelling way to promote their new products. All new product announcements should be sent to savannah.wiegel@sagepub.com.

Please send a full product description, company name, website, and product shot with a resolution of at least 300 dpi at 5-inches wide. Submission of the high-resolution electronic image of the product is mandatory.

Feature Articles

GEN's Planning Calendar lists the feature article focus for each issue. If you want your company to be considered for inclusion in a particular article, please contact *GEN*'s editor in chief John Sterling at john.sterling@sagepub.com at least three months prior to the publication date (clearly indicating the issue and topic in the subject line of your email message), as this is generally when articles are assigned to writers.

Additional Columns

Additional columns include Tutorials, Point of View, and Thought Leader articles. Submission questions or pitch ideas for these columns should be directed to *GEN*'s managing editor Corinna Singleman at corinna.singleman@sagepub.com and *GEN*'s editor in chief John Sterling at john.sterling@sagepub.com.

As these types of articles are not usually time-sensitive, *GEN* schedules them many months in advance. You may wish to time the publication of your Tutorial, POV, or Thought Leader with a particular issue, given its editorial focus or intended distribution. If so, please query us well in advance to ensure that a particular slot is available. As space varies, however, inclusion in a particular issue cannot be guaranteed. *GEN*'s Planning Calendar containing the editorial focus for each issue is posted [here](#).

If your Tutorial, POV, or Thought Leader pitch is accepted, we will contact you with detailed submission requirements and guidelines for submitting electronic graphics.

Tutorials

GEN publishes Drug Discovery, Assay, Bioprocess, and Translational Medicine Tutorials. We welcome queries for submissions of tutorials outlining the use of a particular technology or application.

GEN tutorials are semitechnical articles that discuss how a specific technology, approach, or method is used to improve some aspect of a biotech process. This is an opportunity to highlight the technical strengths of your company's product or service. Tutorials are technical application notes and not data-rigorous presentations, such as peer-reviewed submissions.

The key goals of the article answer these questions: What is the issue or problem to be addressed; What technology are you using to address this issue; What were the results of the application of this technology; and Why are these results important for those in the field?

Tutorials are not advertising or self-promotional vehicles. No references, tables, or charts comparing the technology to other approaches will be included. Think of bioprocess tutorials as expanded poster presentations.

Tutorials run about 1100 words and can include any combination of photos, images charts, tables, or graphics up to three in total to illustrate some of the points you make in the article.

POV & Thought Leader Articles

GEN Points of View and Thought Leader pieces are short articles that share the perspective of the author on a specific topic of concern in their field or to share a unique perspective on a topic in their field. These articles are not advertising or self-promotional vehicles. No references, tables, or charts comparing the technology to other approaches will be included. POV and Thought Leader articles run about 1000 to 1200 words.

*Note that *GEN* does not solicit payment for any editorial coverage and respects all embargoes.

GEN CONTACT INFORMATION

Editor in Chief-John Sterling (john.sterling@sagepub.com)

Deputy Editor in Chief-Julianna LeMieux (julianna.lemieux@sagepub.com)

Managing Editor-Corinna Singleman (corinna.singleman@sagepub.com)

Production Editor-Robert Reis (robert.reis@sagepub.com)

Online Editorial Manager-Katherine Vuksanaj (kathy.vuksanaj@sagepub.com)

Associate Editor-Savannah Wiegel (savannah.wiegel@sagepub.com)

EVP, Strategic Development-Kevin Davies (kevin.davies@sagepub.com)