AFIRCAN CEO MAGAZINE

Editorial Submission Guidelines for Contributors

1. Our Editorial Mission

African CEO Magazine is a quarterly print and digital leadership and business-intelligence publication of the African CEO Council, which is dedicated to helping chief executives, board members, entrepreneurs, policymakers and senior professionals make better decisions, lead responsibly and build sustainable organisations.

We publish authoritative, practical and forward-looking content on the issues shaping African business, leadership, investment and economic development. Our goal is to connect readers with credible ideas, tested experience, informed analysis and lessons from leaders creating measurable impact.

We welcome contributions from African and international CEOs, business leaders, professionals, policymakers, investors, entrepreneurs, researchers and subject-matter experts whose insights are relevant to Africa.

2. What We Look For

Successful submissions should be:

- Relevant to CEOs, directors and senior decision-makers;
- Focused on a clearly defined business, leadership or policy issue;
- Original, insightful and practically useful;
- Supported by credible evidence, examples or professional experience;
- Written clearly for an informed but multidisciplinary audience;
- Balanced, independent and non-promotional; and
- Consistent with the values of responsible leadership, innovation, integrity, sustainability and inclusive economic growth.

Contributors should explain why the subject matters now, what readers can learn from it and how the article advances understanding or informs executive decision-making.

3. Submit a Proposal First

Prospective contributors are encouraged to submit a short proposal before preparing a complete article.

The proposal should include:

- A proposed headline;
- A summary of the central argument or idea;
- The issue the article will examine;
- Why the subject is timely and relevant;
- The principal lessons or recommendations for readers;
- Proposed sources, examples or case studies;
- The estimated word count; and
- The contributor's name, designation, organisation and brief biography.

Please do not submit several unrelated ideas simultaneously. A maximum of two proposals may be considered from one contributor at a time unless otherwise requested by the Editorial Team.

4. Manuscript Requirements

Unless specifically commissioned otherwise:

- Articles should be between **800 and 1,200 words**.
- Longer interviews, analytical reports and special features require prior editorial approval.
- Manuscripts should be submitted as editable Microsoft Word documents.
- Use a clear title and, where helpful, a short introductory standfirst.
- Use meaningful subheadings to organise longer articles.
- Keep paragraphs and sentences reasonably concise.
- Minimise bullet points unless they improve clarity.
- Write in British English.
- Avoid unnecessary technical language and explain specialised terms.
- Include hyperlinks or a short source list for important data and claims.
- Avoid extensive footnotes and formal legal citation systems unless specifically required.

Each submission must contain:

- The author's full name;
- Current designation and organisational affiliation;
- Email address and telephone number;
- A professional biography of approximately 80–120 words;
- A recent high-resolution portrait photograph; and
- Relevant professional or social-media links, where appropriate.

5. Editorial Priorities

African CEO Magazine welcomes well-developed articles in areas including:

- CEO and board leadership;
- Corporate governance, ethics and accountability;
- Business strategy and organisational transformation;
- The Nigerian economy and economic reforms;
- Banking, insurance and financial services;
- Investment, capital markets and wealth creation;
- Entrepreneurship, start-ups and small businesses;
- Executive education and professional development;
- Human capital, workplace culture and the future of work;
- Technology, artificial intelligence and digital transformation;
- Telecommunications, fintech and digital infrastructure;
- Energy, power, mining and natural resources;
- Manufacturing, industrial development and local content;
- Agriculture, food security and the green economy;
- Infrastructure, construction and real estate;
- Healthcare and pharmaceutical development;
- Aviation, transportation and logistics;
- International trade, diplomacy and foreign investment;
- Taxation, regulation and business-law reform;
- Sustainability, ESG and corporate responsibility;
- Climate change and renewable energy;
- Women's leadership and inclusive enterprise;
- Consumer affairs, marketing and customer experience;
- Tourism, hospitality, entertainment and the creative economy;
- Education, research, innovation and skills development;
- Public-sector leadership and institutional reform; and
- Africa's position in the global economy.

The Editorial Team may commission articles outside these areas where the subject is relevant to the Journal's readers.

6. Evidence, Accuracy and Attribution

Contributors are responsible for the accuracy of their submissions.

All factual claims, statistics, quotations and case studies must be verifiable and properly attributed. Articles should rely on credible sources, including official reports, regulatory publications, audited company information, recognised research institutions and attributable expert commentary.

Contributors must:

- Check names, dates, figures and professional titles carefully;
- Distinguish clearly between facts, analysis and personal opinion;
- Avoid unsupported generalisations or exaggerated claims;

- Present competing perspectives fairly where an issue is contested;
- Disclose any material relationship with an organisation discussed; and
- Obtain permission before sharing confidential or proprietary information.

Fabricated quotations, unverifiable statistics, plagiarism, defamation and misleading claims will result in rejection.

7. Originality and Previous Publication

Submissions should be original and should not have been published elsewhere in substantially the same form.

Authors must inform the Editorial Team if:

- The article, or a substantially similar version, has appeared elsewhere;
- The manuscript is being considered by another publication;
- Any section has been adapted from previously published work; or
- The article contains material owned by another person or organisation.

Simultaneous submission to another publication is discouraged. Where exclusivity is required, its duration and scope will be confirmed in writing.

8. Artificial Intelligence and Editorial Integrity

African CEO Magazine publishes work that reflects genuine human expertise, judgement and accountability.

Submissions must not be wholly generated by artificial-intelligence tools or presented as original human analysis when they are not. Limited use of technology for spelling, grammar, transcription, translation or structural assistance may be acceptable, but contributors remain fully responsible for every statement in the manuscript.

Any material use of generative AI in researching or preparing an article should be disclosed to the Editorial Team. AI-generated facts, quotations, references or case studies must never be submitted without independent verification.

Contributors must not upload confidential, privileged, personal or commercially sensitive information to external AI platforms.

The Journal reserves the right to conduct originality, fact-checking and editorial-integrity reviews.

9. Independence and Commercial Content

Editorial contributions must be vendor-neutral and should not function as advertisements for an author, organisation, product or service.

Articles should not:

- Contain excessive references to the contributor's organisation;
- Make unsupported claims of market leadership;
- Promote products or services;
- Disparage competitors;
- Include sales language or commercial calls to action; or
- Present paid messaging as independent analysis.

Relevant organisational examples may be included where they genuinely support the article's argument and are presented with appropriate context.

Advertorials, sponsored content and corporate profiles are managed separately and must be clearly identified. For advertising and commercial-content enquiries, contact:

magazine@africanceoconcil.org

Payment for advertising, event participation or any commercial service does not guarantee favourable editorial coverage.

10. Photographs, Charts and Illustrations

Images should be submitted as separate attachments and not embedded only within Microsoft Word, Excel or PowerPoint files.

Preferred requirements are:

- JPG, PNG or TIFF format;
- A minimum resolution of 300 dpi for print use;
- Clear ownership or documented permission for publication;
- Descriptive captions;
- Full names and designations of identifiable individuals; and
- The photographer's or copyright holder's credit.

Charts, tables and infographics should include their original data source. Contributors must obtain all necessary permissions for third-party images, illustrations, maps, tables or other protected materials.

Low-resolution preview images may be submitted with an initial proposal, but publication-quality files will be required after acceptance.

11. Ethical and Legal Responsibilities

By submitting an article, the contributor confirms that:

- The work is original and accurate to the best of their knowledge;
- The submission does not infringe another party's copyright or rights;
- Necessary permissions and consents have been obtained;
- The article does not contain unlawful, defamatory or discriminatory material;

- Confidential information has not been disclosed without authority; and
- Any relevant personal, professional or financial interests have been declared.

Health, investment, legal and other specialist articles should not be presented as personalised professional advice. Appropriate qualifications and limitations should be made clear.

12. Editorial Review and Decision

All submissions are subject to editorial review. Submission does not guarantee publication.

The Editorial Team may:

- Accept or decline a proposal or manuscript;
- Request clarification, verification or revision;
- Edit for accuracy, structure, tone, length and readability;
- Revise headlines, introductions and subheadings;
- Remove promotional, repetitive or unsupported content;
- Schedule an accepted article for the most appropriate edition or platform; or
- Withdraw acceptance where material concerns subsequently arise.

Where edits materially affect an author's argument, the revised manuscript may be returned for confirmation before publication. Final publication decisions rest with the Editor.

13. Contributor Fees and Copies

Payment applies only where a fee has been agreed in writing before commissioning or publication. The commissioning agreement will confirm the rate, scope, deadline, rights and payment arrangements.

Unless otherwise agreed, payment is calculated according to the final published contribution and is processed within 30 days after publication and receipt of any required documentation.

Complimentary print copies, electronic extracts or authorised PDFs may be provided subject to availability and the applicable contributor agreement.

14. Copyright and Publication Rights

Contributors should own or control the rights to all material they submit.

Submission alone does not transfer copyright. Where an article is accepted, the publication rights granted to African CEO Journal will be confirmed in writing. These may include the right to edit, publish, reproduce, archive, promote and distribute the contribution through the Magazine's print, digital, social-media and affiliated channels.

Unless a separate written assignment is agreed, the author retains the underlying copyright in the original work.

Authors wishing to republish an accepted or published article should obtain written approval and provide clear acknowledgement of its first publication by African CEO Magazine.

15. Submission Checklist

Before submitting, please confirm that:

- The article is relevant to African CEO Magazine's readership;
- The manuscript is original and has been thoroughly proofread;
- All factual claims and quotations have been verified;
- Sources and potential conflicts of interest have been disclosed;
- The article is between 800 and 1,200 words, unless otherwise agreed;
- The document is submitted in Microsoft Word format;
- The author's biography and high-resolution photograph are included;
- Images and graphics are supplied separately with captions and credits; and
- All necessary permissions have been obtained.

16. How to Submit

Article proposals and completed manuscripts should be sent to:

articles@africanceocouncil.org

General editorial enquiries may be directed to:

editor@afircanceocouncil.org

Please use the following email subject format:

Article Proposal: [Proposed Title] – [Contributor's Name]

The Editorial Team will contact contributors whose proposals or manuscripts are selected for further consideration.

About African CEO Magazine

African CEO Magazine provides decision-useful intelligence, leadership perspectives and authoritative business analysis for Africa's chief executives, board members, entrepreneurs, policymakers and senior professionals.

The publication exists to promote responsible leadership, strengthen corporate governance, encourage enterprise and innovation, and support the development of globally competitive African organisations. Through executive interviews, expert analysis, corporate case studies and independent reporting, it connects leaders with the ideas, experiences and opportunities shaping Africa's economic future.

Website: www.africanceocouncil.org/african-ceo-magazine