



NUMBERS & SENSE

Submission Guidelines

Started in 2021, *NUMBERS & SENSE* is dedicated to expanding and supporting the work of professional and aspiring bookkeepers with a straightforward presentation of emerging industry information, thought leadership, and professional and personal advice columns. In the pages of our magazine, writers share experiences, expertise, struggles, advice, successes, and suggestions.

CPB Canada editors are interested in, but not limited to, topics written by emerging and experienced bookkeepers, academics, consultants, and general accounting industry professionals. We are looking for a **clear takeaway** for our readers: What can they learn to improve their professional knowledge base, tap into their intrinsic experiences and understanding, and writing that can help them advance their careers? For example, what *specific* how-to tips and strategies will accomplish this?

In addition to a fleshed-out outline of your article and an estimated word count, queries should include a brief description of your background. We are interested in the changing landscape, how-to stories, analysis of reported pieces, some narrative essays, and industry innovation and excellence profiles in the field.

We are not interested in pieces that have been previously published online or in print. Equally, we are not interested in articles that look to sell, solicit or drum up any commercial interests via our magazine article content. We seek new, novel, and emerging issues and topics from writers who have utilized their thought leadership, research or expertise.

Queries should be sent by e-mail to Rick@cpbcan.ca and Jeff@cpbcan.ca. Please include your name and a short bio.

Upon submitting an article query, we will seek to follow up within two-three weeks. We often plan editorial content out about 3-4 quarters in advance to plan and allow writing time.

If you're unfamiliar with our magazine, we recommend you subscribe online and get a feel for our [publication](#).

Article length is encouraged to be roughly 1250 words. Our editors will adjust them for Canadian Press Style (see Appendix 1 for more information). On occasion, longer articles and excerpts also appear in the magazine, but this is not the norm.

We recommend that writers ask themselves the following questions before submitting a query. It isn't necessary to include them in your query, but we find it's an excellent way to help us understand how your piece best fits in our publication:

- How *specifically* will this story idea help our bookkeepers and accounting professionals become more informed about the industry, professional practice, or its regulatory environment? What takeaway will it provide?
- Why is this particular idea timely or relevant?
- Why are you the perfect person to write this piece?
- What kind of sidebars or other creative elements can you include to make your idea more multifaceted?

The NUMBERS & SENSE editorial lineup includes:

- Four submitted articles from contributors – often planned around a theme but not necessarily.
- A regular article from the CEO and Chair of the CPB Canada Board of Directors.
- We also have special inserts that are included throughout the year that focus on a particular topic (i.e., CPB Canada awards or annual conference).

Publication dates are below for our quarterly magazine.

Q1 – January, Q2 – April, Q3 – July, Q4 – October

We prefer any article interest to be provided to us electronically. Please do not mail queries. All contributors to NUMBERS & SENSE will provide articles without a cost or fee attached to their work.



Appendix 1 – Guide to Canadian Press Style

The Davis Media Company uses Canadian Press (CP) style in all of its publications. This brief style guide will give writers some basic CP style rules to keep in mind.

- 1) CP style does not use a comma before the last item in a series. **Right:** apples, pears and oranges. **Wrong:** apples, pears, and oranges.
- 2) Choose active, rather than passive construction. **Right:** The company hosted the convention **Wrong:** The convention was hosted by the company. **Right:** The dog bit the child. **Wrong:** The child was bitten by the dog.
- 3) Use Canadian spellings: colour, labour, theatre, centre, behaviour, favour, honour, defence, offence. Use “licence” for the noun, but “license” for the verb. Use “practice” for the noun, but “practise” for the verb. **Example:** We went to basketball practice today. We practised our technique.
- 4) Do not capitalize ordinary nouns. **Right:** The board approved the agreement. **Wrong:** The Board approved the Agreement. **Right:** The government of Ontario. **Wrong:** The Government of Ontario.
- 5) Shorter is better. Use “also” instead of “additionally.” Use “use” instead of “utilize.” Use “first” instead of “firstly” and “last” instead of “lastly.” Use “among” and “amid” rather than “amongst” and “amidst.”
- 6) Italics are not used except for magazine, book and newspaper titles. **Right:** *Toronto Star*, *Alice in Wonderland*, *Forbes*. **Wrong:** “The store is *really* busy today!” **Right:** “The store is really busy today!”
- 7) Numbers less than 10 are spelled out. Numbers 10 and above are written numerically.
- 8) Internet is not capitalized except if it is the first word in a sentence.
- 9) Use a person’s full name on first reference and just their surname after that. **Right:** Mike Brown (on first reference) and Brown (on further mention). **Wrong:** Mr. Brown.

10) Administrative job titles are not capitalized except in photo captions. **Example:** “We will be hiring soon,” said human resources director Jane Smith.

11) Job titles such as professor and doctor are capitalized if they precede the person’s name. **Right:** Professor Jane Smith. **Wrong:** Jane Smith, a Professor.

12) Political titles are capitalized only if they precede the person’s name. Prime Minister Justin Trudeau, but Justin Trudeau is the prime minister. **Right:** Doug Ford is the premier of Ontario. **Wrong:** Doug Ford is the Premier of Ontario.

13) Titles are not capitalized if the person no longer holds that title. **Example:** Prime Minister Justin Trudeau, but former prime minister Stephen Harper.

14) Fractions are written out and require hyphens (e.g., one-half; two-thirds).

15) CP style uses “per cent” and **NOT** “percent” or “%”. **Example:** five per cent, 10 per cent.

16) Dollar amounts are accompanied by a dollar sign. Do not use the word “dollars” with a monetary amount. **Right:** \$500, \$1 million. **Wrong:** \$500 dollars, \$1 million dollars. However, cents is spelled out. **Right:** five cents, 50 cents. **Wrong:** 5¢, 50¢.

17) Differences between American and Canadian dollars are indicated by country codes. CP style is C\$500 and \$US500.

18) Racial and ethnic groups are capitalized (e.g., Indigenous, Black).

19) If an adverb ends in -ly, there is no hyphen between it and the next word. **Right:** fully paid. **Wrong:** fully-paid.

20) COVID-19 is always written out with each letter capitalized.

21) Do not use underlining in your article.

22) Footnotes, end notes, reference lists and bibliographies are not used in Davis Media’s magazine articles. If you are citing another source, put it right into the text of your article. **Example:** “As John Doe wrote in the June 16, 2021 issue of *The Economist*...”

23) Avoid filler statements such as “as noted above,” “that said, however” and “needless to say.” If it’s needless to say, then why say it?