

Power of Plants Stylesheet and Submissions Guide

Power of Plants magazine began in 2022 as a member publication, created to celebrate and support the work of practising herbalists. Since then, the magazine has flourished. Our readership has grown to include not only professional herbalists, but also public subscribers, students, plant enthusiasts, growers, suppliers, and people who simply love learning about the healing power of plants.

Today, Power of Plants acts as a vibrant bridge across the herbal community connecting practitioners with the wider public, linking herbalists with herbal suppliers, and offering a shared space where knowledge, experience, creativity, and curiosity meet.

Our contributors help shape a magazine that is accessible, inspiring, and rooted in real practice. Your voice helps us reflect the breadth and richness of the herbal world.

Submit an Article

Power of Plants (POP) Magazine welcomes contributions from Institute members, whether you are an experienced practitioner or a student just beginning your herbal journey. This guide explains the kinds of articles we publish, how to prepare your submission, and what to expect from the editorial process.

We are especially interested in articles that feel practical, grounded, and rooted in lived herbal experience. Clinical reflections, anonymised case studies, dispensary insights, seasonal practice, and pieces on growing, foraging, or medicine making are always popular with readers. We also value community minded contributions that highlight herbal projects, community clinics, gardens, allotments, or local initiatives, as well as interviews with practitioners or elders.

Thoughtful, reflective writing is equally welcome, including explorations of herbal philosophy, plant folklore, cultural traditions, research summaries, or evidence informed discussions of herbal practice.

There are a few types of content we do not publish. These include promotional material for businesses or products (unless clearly marked as an advert or advertorial), articles that make unsubstantiated health claims, persuasive or ideological pieces without practical grounding, or content that repeats what POP has already covered without offering a fresh angle. If you are unsure whether your idea is a good fit, you are welcome to email a short synopsis before you begin writing.

Please email your article to popmagazine@nimh.org.uk Include your full name, the article title, a short biographical note of 50–80 words, and any accompanying images. Articles should be sent as Word documents (.doc or .docx).

Editorial Deadlines

POP Magazine is published quarterly, and submissions are considered for specific issues if received by:

- Spring edition - 15th February
- Summer edition - 15th May
- Autumn edition - 15th August
- Winter edition - 15th November

However, we welcome contributions throughout the year. Articles for print should fall within the agreed word count for the issue, while online pieces may be slightly longer; extended features can be accepted by arrangement.

Article Length

Submissions are welcome throughout the year. In print, most articles fall between 700 and 2,000 words, depending on their role in the issue. Shorter pieces such as plant spotlights, seasonal notes, or community stories typically range from 700 to 1,000 words. Mid-length articles, including profiles, practical guides, and reflective pieces, usually sit between 1,200 and 1,600 words. Feature articles, which anchor each issue, are generally 1,800 to 2,200 words, with longer pieces considered by arrangement.

Stylesheet

To help maintain consistency across the magazine, we ask contributors to follow a few simple formatting guidelines.

- Use a clear, readable font such as Calibri, Arial, or Times New Roman, and separate paragraphs with a double line space rather than indentation.
- Quotations longer than three lines should be set apart in their own paragraph. Use double quotation marks for all quotations and emphasis, reserving single quotation marks only for quotations within quotations.

- Botanical names should always appear in italics, while common names remain in standard text.
- The overall tone should be clear, warm, and accessible, avoiding unsubstantiated claims and explaining specialist terms on first use.

Images:

- High quality images enrich the magazine, and we encourage contributors to include them. Images should be at least 300 dpi, ideally 2–4 MB in size, and submitted as JPEG, PNG, or TIFF files.
- Please name each file using your article title and a number (for example, HawthornHeart_1.jpg).
- For each image, include a one or two sentence caption, the photographer's name, and the names of identifiable people where possible.
- You must own the copyright or have permission to submit the image, and any recognisable individuals must have given consent; images of minors require parental or guardian permission.
- POP may use submitted images for online promotion unless you request otherwise.

References & citations:

- For referencing, we use numbered endnotes rather than footnotes, with endnote numbers appearing in superscript outside punctuation.
- In text references should follow the format (Smith, 2011, p. 21).
- Only research-based articles require a bibliography; most member contributions such as plant profiles, clinical reflections, seasonal pieces, and community stories do not need formal citations unless they draw directly on published sources.
- If your article does rely on published research, please include appropriate references.

POP Magazine is a member-led publication. While we are not currently able to offer payment for articles, contributors receive a complimentary copy of the issue in which their work appears, along with the opportunity to share their knowledge with the wider herbal community and to showcase projects, insights, and research.

If you have any questions, we are always happy to help. Editorial queries and image or technical questions can be sent to popmagazine@nimh.org.uk

Editorial Principles

Rejection Criteria

We may reject submissions which fall within the principles below:

- Articles lacking a direct, meaningful connection to plants (e.g., general health, lifestyle, or diet pieces).
- Highly dense or overly academic papers that lack accessible prose.
- Content with minimal herbal value or actionable insight.
- Unpolished drafts with substantial grammatical errors or poor structure.
- Surface-level "content farm" style pieces that offer no new perspective or practical value.
- Submissions failing to include proper safety warnings, accurate dosage context, or disclaimers for medicinal or toxic plants.
- Content promoting unverified health claims or the foraging of endangered or protected species.
- Submissions exceeding author limits (with the exception of commissions for features across multiple issues, we will rarely include standalone pieces from the same author without at least two issues in between).
- Previously published work, unless specifically commissioned as a reprint.
- Submissions generated primarily by AI tools.
- Submissions failing to disclose commercial ties, affiliate relationships, or conflicts of interest.
- Unattributed promotional content designed to market a product, brand, or service.
- Submissions lacking proof of rights, permissions, or licensing for submitted imagery.

Acceptance & Decision Workflow

When a submission is evaluated, the editorial team will assign one of four statuses:

1. **Accept As-Is:** Meets all relevance, style, and accuracy standards with minimal copyediting required.
2. **Accept with Revisions:** Concept and quality are strong, but structural adjustments, additional sourcing, or length edits are needed.
3. **Revise & Resubmit:** Concept shows promise, but requires major rewriting before a final decision can be made.
4. **Reject:** Off-scope, low quality, redundant topic, or breaches ethical/safety guidelines.

Advertising Rates

Full Page

Member £90

Non-member £180

Half Page

Member £50

Non-member £100

Quarter Page

Member £30

Non-member £60