

DIGIRUPT CONTRIBUTOR GUIDELINES

The Digirupt Mission

Digirupt.io tells stories about digital disruption and tech-led innovation in the enterprise. Readers can expect quality coverage that demonstrates how digital transformation changes the way organizations do business, now and in the future.

The Stories and Opinions We Seek

As a part of our in-depth coverage, Digirupt seeks guest contributions from digital leaders who demonstrate innovative thinking in a range of business disciplines. These pieces will be submitted by credible thought leaders who offer no-nonsense advice, points-of-view or predictions about thriving in the era of digital disruption.

Digirupt looks for contributions that are low on fluff and high on value. These are pieces that are both interesting and substantiated through statistics, case studies, and/or sound reasoning. Contributions must be unique and original, and they must be of specific interest to our core readership: CEOs, CIOs, CMOs, CTOs, CDOs, CSOs, and others interested in digital transformation.

The goal is to provide information that helps readers do their jobs better and contribute to the success of their organizations.

Our Five Pillars of Editorial Coverage



DELIVERING DIGITAL Covering IT delivery, continuous delivery, DevOps, and the nuts and bolts of managing the business change necessary for effective transformation.



CUSTOMER ENGAGEMENT Exploring themes like digital disruption in marketing, adtech, customer analytics, and omnichannel strategies.



PRODUCT INNOVATION Covering all aspects of design thinking, software engineering, product design, interface design, and the user experience.



WORKFORCE ENABLEMENT Exploring the future of work, employee productivity trends, and automation.



INFRASTRUCTURE AND OPERATIONS Examining the technology that powers back-end functions crucial to business operations, including facilities and factory operations, fleet management, supply chain, finance, and HR.

What We Will Not Accept

We are not interested in product reviews, self-promotion, vendor promotion, self-serving columns, or materials without objective substantiation — unless noted as speculation. Additionally, we avoid previously published materials and ask that materials published on our site not be republished until more than 30 days after we've run them.

Increase Your Chances of Submission Acceptance

Here are some of the key attributes we seek from contributions:



FUN AND COMPELLING TO READ No talking down to these savvy and questioning readers. Say what you want to say in Digirupt's tone, voice, and style. What makes a column compelling to read? It's about saying something new and applicable in the near term or disruptive in the midterm.



VERIFIABLE AND REASONABLE Whatever is being claimed needs to be backed up and substantiated. As Christopher Hitchens wrote in 2003, "What can be asserted without evidence can be dismissed without evidence." And we don't want our readers dismissing Digirupt writing. We want them trusting it, considering it, and acting on it. Predictions are both fine and welcome, but the reasoning behind them must be clear and reasoned.



NO WORN AND TIRED IDEAS We require new ideas or original takes on established ideas. No one wants to come to Digirupt to read the same ideas they've read five, 10, or more years ago. We don't want to edit them, either.



APPLICABILITY Digirupt writing is informative and compelling. This can range from putting news developments into perspective, new ways about thinking of old problems, new ways to manage old technologies, how to manage new technologies, and how to improve business in the next year to 18 months. Also, we want to speak directly to specific CXO titles. So please detail to the CIO how to succeed with these disruptive new technologies, or how new trends in marketing affect the CMO.



BRING YOU! It doesn't matter whether you're not a known name or your number of Twitter followers. What matters is that you know about the subject being discussed.

The Process

Send all of your pitches to editors@digirupt.io. We'll review all emails. If we are intrigued with what you have to say, we will reach out with details regarding deadline, length, and other guidance.

We aim to be prompt with all contributor queries, but please give us at least a week before checking in. We're serious about maintaining the quality of content on the site, so please expect to respond to edits and fact-checking prior to publication.

The Details

Posts can be anywhere from 750 to 3,000 words. We'll come to an agreement on post length after we accept the idea. Please include links to any supporting information. Also, let us know of any relevant conflicts of interest, such as stock ownership, consulting, or any other relationships relevant to the piece.

In order to demonstrate the independence and integrity of our coverage to Digirupt readers, contributed content will always be published with ample disclosure. Author affiliations will be included with a note at the end of posts. Commentary provided by authors who work at businesses sponsoring Digirupt will be similarly disclosed. Sponsored content will also include visual acknowledgement that content was paid to be included on the site.

For more information, please reach us at editors@digirupt.io.