Editorial Requirements

Designed to help you craft and submit high-quality, vendor-neutral content, these standards ensure your work resonates with CDO Magazine's global audience of data, analytics, AI, and security leaders. Please review carefully before submitting your opinion piece.
Effective September 1, 2025, these standards will apply to all content submissions to CDOMagazine.tech.

Preferred Topics

1. Leadership & Strategy:
- CDO/CDAO/CDAIO/CAIO leadership insights
- Evolving responsibilities of data, analytics, AI, and security leaders
- Data-driven organizational transformation

2. AI, GenAI, Agentic AI & Automation:
- Practical AI and GenAI use cases
- AI governance and risk management
- Agentic AI and autonomous systems in the enterprise
- AI ethics, transparency, and responsible adoption

3. Data Management & Governance:
- Building modern data architectures (lakehouse, medallion, mesh, fabric)
- Data quality, lineage, and observability
- Regulatory compliance and data privacy

4. Analytics & Business Value:
- Delivering measurable ROI from analytics
- Data monetization and value creation
- Advanced analytics, data science, and predictive modeling

5. Innovation & Emerging Technologies:
- Cloud and app modernization
- Streaming data, IoT, and edge analytics
- Digital twins and real-time decisioning

6. Talent, Culture & Change:

- Building data-driven cultures
- Data literacy programs
- Talent acquisition, skilling, and leadership development
- Diversity, equity, and inclusion in data organizations

7. Security & Trust:

- Data and AI security strategies
- Zero-trust frameworks and secure AI deployment
- Balancing innovation with risk

Submission Requirements

- **Word Count:** 500–2,000 words (800–900 words preferred)
- **Focus:** Prioritize real-world use cases, actionable insights, and strategies
- **Originality:** Must be original; rewritten versions must pass plagiarism checks (score <10%) in tools such as https://plagiarismdetector.net
- **Author Seniority:** C-level or 1st or 2nd level direct report
- **Organizational Approval:** Content must be cleared by the author's organization before submission
- **Vendor Neutrality:** Free opinion pieces must avoid promotional or advisory language. Content that is perceived as marketing, sales-driven, or advisory in nature **will be rejected** during editorial review.

Note for Vendors:
*For the best results and maximum visibility, consider **[Branded Content](#)**. This option provides **enhanced features such as CTA buttons, product hyperlinks, gated downloads, and promotional placement,** ensuring your thought leadership reaches the right audience. Contact **anthony.losanno@cdomagazine.tech** for details.*

Co-Authoring Guidelines

- All byline authors must meet the above seniority requirement.
- The primary author is responsible for coordinating feedback, revisions, and final approval from all co-authors before submission.
- For co-authored pieces involving vendors and non-vendors, the article must remain strictly vendor-neutral.

Editorial Review Process

- Every article goes through at least three rounds of editorial review.
- Articles may be edited, returned for revisions, or rejected at any stage.
- Final acceptance rests solely with **CDO Magazine.**

Formatting & Assets

- **Submission: [Submit on this form](#)** via Google Doc with editing access enabled.
- **Visuals:** High-quality diagrams, charts, or images (1 per ~250 words) in JPG or PNG. *No screenshots or Excel/Word tables accepted.*
- **Bio:** 150 words with title, company, achievements, and education (no LinkedIn links).
- **Photo:** High-resolution, professional or semi-formal, 16:9 ratio (no selfies).
- **References:** Up to three external hyperlinks; no product or lead-gen links permitted except in branded content pieces.

Writing Best Practices

- Use clear, concise language balancing technical and business perspectives.
- Break up content with subheadings, short paragraphs, and bullet points.
- Keep sentences to 20–25 words for readability.

    Suggested headline styles:
    - ➤ Use numbers or power words (e.g., 6 Essential GenAI Use Cases).
    - ➤ Use 'How to' or 'Why' for actionable appeal.
    - ➤ Call out your audience (e.g., 3 Ways for CDOs to Strengthen Governance for GenAI).
    - ➤ Use inclusive, jargon-free language; define technical terms.

Publication Timeline

- **Average turnaround:** Up to 45 days.
- **Notification:** You'll receive confirmation around a week prior to publication and again on the publication date.
- **Promotion:** Articles are featured on the CDO Magazine website, newsletter, and social channels.

Additional Notes

- **Conflicts of Interest:** Contributors are responsible for disclosing any potential conflicts.
- CDO Magazine reserves the right to accept, reject, edit, or adapt content.