

Guest Column Guidelines



Devex regularly publishes relevant and insightful guest columns from leaders, practitioners, and researchers in global development. By sharing your views and expertise with Devex, you gain access to our audience of more than 1 million development professionals around the world through our website, publications, and social media. We welcome your contribution.

The basics

A guest column, opinion piece, or op-ed, is an article written by a third-party contributor, and contains a clear point of view supported by evidence. A guest column does not necessarily represent the opinions of Devex, and may in fact at times contradict them.

Submissions: All submissions should be shared with Devex’s editorial staff at editor@devex.com where it will be reviewed by our team of editors. As we receive a high number of submissions we will not be able to respond to every email, but if we wish to pursue publication we will aim to get back to you within three to five working days.

Suggested length: 800 words. **Headline length:** 70 characters (including “Opinion”, eg: Opinion: Sudan needs attention and action now)

Exclusivity: Devex only publishes original, exclusive content that has not already been published elsewhere. For more details, please see the “**Reprint**” section below.

Pitches: If you have an idea for a guest column, please contact editor@devex.com to discuss. If we decide to move forward with the piece we will be happy to work with you to refine your idea for the Devex audience.

Byline: Please provide a 50 words bio for the author(s) and headshot(s), which will accompany the piece.

Audience: The Devex audience is made up of your peers — global development professionals and leaders looking for strong, forward-looking, visionary opinions that advance debate and showcase innovative solutions to pressing development challenges. Your column should be directly relevant to the global development community’s work, with practical ideas about how to make an impact.

Timeline: The publication turnaround time depends on a number of factors and can vary from 24 hours to up to 1 month. As much lead time as possible is always appreciated. If you have a guest column that is tied to a specific day, event, or news hook, let us know in your submission email.

The writing

Your column should make a clear argument or stake out a clear point of view. Pieces that are heavily weighted toward promoting a specific organization or program will not be considered.

Fact-checking: Devex thoroughly fact checks all editorial content, as per our [Ethics & Standards policy](#). All facts and figures in a guest column should be backed up with reports, studies, or news articles that are hyperlinked within the body of the article. If it is not possible for our team of editors to fact check something, we will consider alternative wording or pulling the info from the piece.

Style: Your column should be conversational and easy to digest. Devex will not publish press release-type content that simply describes or champions individual development projects or causes. If you refer to your own organization, please do so only as a way to further your argument or make industry-wide recommendations for others to follow.

Consider these suggestions as you write:

- **Think backward from a headline** and make sure your piece reflects the premise made in the headline (e.g. Opinion: How to eradicate ‘vaxtortion’ ahead of the next pandemic; Opinion: To end illegal fishing, we need transparency now).

- **Top load your piece:** Make sure your opening statement includes the key direction or argument of your piece. Readers' attention span is short, and remember you are writing for them, not for you. Make sure to try and captivate their attention right from the get go.
- **Focus less on the “why” than the “how”.** The problem statement should not take over the piece, instead concentrate on what various stakeholders should do differently now to achieve results.
- **Consider organizing your ideas around a number of suggestions,** e.g. Three ways to make your partnerships more effective; Five things I learned from working at the World Bank).
- **Lessons learned are useful to our community:** Instead of focusing the op-ed on one particular program or policy, focus on the lessons learned from these programs or policies that could be applicable elsewhere. (We'll take op-eds outlining successes, but we learn just as much from the failures!)

The process

Editing: Devex editors will review your column for clarity, and will fact check and copy edit to comply with our style guide. Any substantial changes will be cleared with you before publication. Devex retains final editorial discretion and is not obligated to publish your work.

Photo: Your column will run with an illustrative photo. If you have rights to any relevant photos or would like to suggest where we might find a relevant photo, please share this information with us. Please include a description, as well as the name of the person or organization we would credit for the photo.

Publication: Our guest columns are published on Devex's [homepage](#), [news page](#), and [opinions page](#). They are promoted on social media (we appreciate you promoting the piece in your networks, tagging us via @devex) and may be used in our [newsletters](#).

Reprints: 48 hours after publication on Devex, other websites, including your own blog or organizational website, may reprint the first three paragraphs of the column before linking to the complete column on the Devex website, stating that this article was first printed on Devex. Please contact the Devex editor with questions about this policy.

Repeat submissions: We typically let 6 months pass before publishing by a same author or organization to allow for diversity of views from our global community.

Sponsored content: Devex's Partnerships Editorial team publishes paid guest columns or opinion pieces that allow you to focus on your company or organization, or a specific program or initiative. Our sponsored content is identified as paid content and provides an opportunity for you to showcase the achievements of your company or organization as it relates to the global development space — especially those which could help other actors operate more effectively. If you have a promotional budget and would like to discuss guest column op-ed placement with Devex, please contact partnerships@devex.com and browse further sponsored content opportunities [here](#).