
ENGLISH

EDITORIAL

SERVICES

Your message is important.
Your image is precious.
You know what to communicate.
We help you to say it.

Providing editorial and
business publishing services

- ▶ professionally
- ▶ economically
- ▶ discreetly
- ▶ conveniently
- ▶ securely

We are English Editorial Services, s.r.o.

Founded in 2003 by Gale A. Kirking, a former journalist, investment analyst, and international manager, English Editorial Services is an editorial services firm that also provides comprehensive business publishing services. The cross-cultural team has expertise in editing, writing, research, translating, graphic design, and prepress processes.

English Editorial Services was created on the premise that while most business professionals in the world today speak and write English, to produce presentable documents in English remains a challenge. Its mission was to assist such professionals in finalizing documents so that their messages would be conveyed clearly, correctly and with impact. The company has evolved, but time has proven that this fundamental mission remains absolutely relevant today.

Responding to demand from clients in the company's home market, English Editorial Services began soon after its establishment to provide translation and editorial services also in the Czech language. Using modern communication technologies, the firm today serves clients in diverse countries from its base in the center of Europe.

More than half of the company's work is in the financial sector, providing services expertly and discreetly to banks, securities brokers, fund managers, corporate finance boutiques, and financial exchange operators. English Editorial Services works in a wide range of industries, but its editorial practice is particularly strong in the legal, life sciences, IT and telecom, public administration, business communications, and foreign trade segments.

We provide just the level of service you need...

Our work is driven by the customer's needs. Whether the job demands simple proofreading, full publishing services or anything in between, English Editorial Services will respond flexibly to your requirements.

Copywriting is the creative process of crafting a text that is easy and pleasant to read, that persuasively delivers your intended message to the target audience, and that conveys the appropriate image of your organization. A text that must carry a marketing message or create a distinctive impression will typically need a certain amount of copywriting.

Editing means to rework a text to an extent necessary so that there are no errors of grammar, vocabulary or style. Edited text will read clearly and should be easily understood. Depending upon the condition of the original text, editing may include improving the logic and organization of the document.

Proofreading is a meticulous final check over your edited document to correct typographical, formatting, spelling and punctuation errors, as well as the occasional problem of grammar, word choice or style. This is best done after layout.

Translation work is provided primarily in English and Czech. Translations involving other languages (such as from German or Russian into English) may be arranged on a case-by-case basis in cooperation with your translation agency or our translation service providers.

Localization involves adapting your corporate materials and visual identity to a new market. This typically is an integrated process involving translation, copywriting, DTP and prepress work.

...and in the optimal combination, from editorial to prepress.

Graphic design is the job of creating and combining artwork and other visual elements with text to compose a complete document or product. It also includes web design. According to your needs, we can join your existing designs with new and additional graphics.

Our house creative style tends toward the conservative. It is serious, aiming to achieve a certain elegance in simplicity and to communicate in a straightforward manner. We believe design should support and carry the client's message, not detract from it.

DTP (desktop publishing) means to prepare crisp, clean layouts of your text and visual elements. It generally is a simpler procedure than is graphic design.

Prepress processes include a range of technical activities extending from DTP to the point that the printing press begins to run.

Electronic publishing is the preparation of such digital media as .html or .pdf documents on the internet or CD-ROM, as well as PowerPoint presentations.

Project management for publishing jobs can involve various tasks (including to work with printers and other external suppliers) that must be coordinated. We can take over a part of this responsibility – or all of it.

We will be pleased also to work with you on smaller projects that may combine visual design, editorial and printing, such as business cards, invitations, posters, or handbills.

Why work with English Editorial Services?

Professionalism – We are serious professionals, with many years of experience and strong educational credentials. Your English-language text will be finalized by a British or American editor to meet UK or US stylistic standards. Czech-language documents are prepared by a native-speaking Czech editor.

Economy – The expense to maintain a full-time professional editor on your staff can easily exceed €100,000 annually. Highly qualified translators and design experts do not come inexpensively, either. Meanwhile, the cost to your organization of conveying an inappropriate message or image could be enormous.

By outsourcing editorial, translation, DTP and graphic design work to English Editorial Services, fixed personnel costs become variable. You retain flexibility, are assured of high quality, and have control over communications to your external audiences.

Efficiency and convenience – We understand that working with us must be convenient and uncomplicated. You do not need additional hassles. We organize our work to help you do your job more efficiently and successfully.

Discretion and security – Privacy is guaranteed. We will neither disclose your information to others nor act upon it for personal or financial gain. We do not publicize who are our clients or proclaim to the world what we do for them. Up-to-date technology keeps information secure on our systems, and incoming and outgoing files are screened with the latest antivirus technology.

About the founder

Founder and Editor-in-Chief Gale A. Kirking worked 10 years as a journalist in his native U.S. before moving to Europe in 1992. He has been head of research for Central and Eastern Europe at a leading Austrian bank and previously had led investment research teams in the Czech Republic and Ukraine.

A Chartered Financial Analyst, Kirking holds BS degrees in agricultural journalism and history from the University of Wisconsin-Madison and an MBA from the American Graduate School of International Management (Thunderbird). He has written, edited and published literally thousands of analyses, reports, marketing publications, articles, and other documents. He also is the author of *Untangling Bosnia and Hercegovina: A Search for Understanding* (Real World Press, 1999).

Contact us

For further information or to arrange a project, please contact us. We also encourage you to visit our web site.

Regina Kirking

Client Care

E-mail: regina@englisheditorialservices.com

Telephone: +420 545 212 872

Mobile: +420 739 414 468

English Editorial Services, s.r.o.

Černopolní 57

613 00 Brno

Czech Republic

Web: www.EnglishEditorialServices.com