

Contributor Guidelines

Guidance for contributors who wish
to write for Non-Billable

Contact us

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Contribute to Non-Billable

Non-Billable is a news and insights-led publication covering the Big Law market in the UK and beyond - the firms, moves and trends shaping the industry.

We occasionally publish pieces from external contributors. This is selective.

We are not a platform for general thought leadership, SEO content or promotional articles.

We like to ensure that everything we publish is editorially driven and focused on helping readers understand what's happening in the market and why it matters.

If you have a perspective, data point or insight we can't get elsewhere, we'd like to hear from you.

What we're looking for

We prioritise pieces that add genuine insight into the Big Law market. This typically falls into a few categories:

Market analysis

Clear, original views on how the market is evolving - firms, strategy, competition, expansion.

Examples: What the rise of US firms in London is doing to mid-market firms; How private equity is reshaping regional firms; Why a particular practice area is overheating (or cooling)

Insider perspective

First-hand views from people operating inside the market or advising firms.

Examples: What actually drives partner moves at the top end of the market; How compensation structures are changing inside firms

Data-led insight

Original data, hiring trends or market signals that tell us something new.

Examples: What recent lateral hiring patterns reveal about demand; Trends in associate pay, utilisation or deal flow

Operator perspectives

Thoughtful pieces from people building and running firms.

Examples: How we decide which lateral partners are worth hiring, Behind the decision to open our new office, Why we walked away from a merger everyone expected

What we don't publish

- Generic career advice (e.g. "how to get promoted", "how to build your personal brand")
- Broad legal tech explainers without a clear market angle
- Opinion pieces without evidence or real-world grounding
- Promotional content for firms, products or services

Our style

Our editorial style is tight, clear and informed.

- Write for a smart, time-poor reader who already understands the basics
- Focus on what's happening and why it matters
- Keep it concise - avoid jargon and filler
- Back up points with examples, data or real-world context

We will edit to ensure the piece fits our voice and standards.

How we work with contributors

In most cases, we don't publish unsolicited full drafts.

Instead, please send us a short proposal outlining the idea (2-3 sentences), why it matters now, any relevant experience or perspective you bring

If it's a fit, we'll work with you to shape the piece.

Practical details

- Typical length: 800-1,200 words
- Original work only
- We retain editorial control over final copy

Rights

By submitting, you grant Non-Billable the right to publish and edit your piece. If you'd like to republish elsewhere after publication, please ask.

Get in touch

Email: oliver.attinger@nonbillable.co.uk

Include a short bio (50 words max) and any relevant background.