[Their name],

Thanks for your patience while I reviewed this proposal. I’m afraid I’m going to have to pass. We’ve published a lot on cybersecurity lately, and unfortunately the proposed piece overlaps a bit too much with other articles we’ve published. For example, take a look at the article we published on August 6 by Professor Joe Schmo, and the August 16 article by the CEO of Acme Corp. Although we won’t be able to publish this particular piece, I really enjoyed your writing style and the way you supported your argument with extensive research; would you be interested in pitching us some other articles in the future?

All the best,

[Your name]