

HANDOUT # 3 for: Do You Know Where Your Reader Is? The One Simple Key to Getting Every Article You Write Published (Presentation by Jennifer Stevens)
AWAI's Ultimate Travel Writer's Workshop • Denver, CO • July 2009

<http://www.sunset.com/general/travel-writers-00400000035100/>



Sunset editorial guidelines

Suggestions for freelance travel writers

Sunset is Western America's largest-circulation regional magazine (more than 1 million subscribers), with monthly issues devoted to **four subject areas:**

- travel and recreation
- garden and outdoor living
- food and entertaining
- home design, remodeling, and projects

We cover the 13 Western states (listed at bottom) as well as British Columbia and Mexico, publishing 5 regional editions of the magazine:

- Pacific Northwest
- Northern California
- Southern California
- Southwest
- Rockies

What we're looking for: The magazine is largely staff written; its largest freelance need is in travel, and more for shorter items and one- or two- page stories than features.

We're looking for **"take-action" travel ideas** within our coverage area that will appeal to a large, general interest audience (70 percent women) that is time challenged, appreciates value, and is more likely to live in the suburbs than San Francisco, Seattle, or Los Angeles. (In other words, we're not a city magazine.)

We don't do a lot of vertical subject stories that only appeal to a narrow audience; we like **destinations that offer multiple experiences**. Our readers are active, but more into "soft" adventures.

Keep in mind: The magazine has been covering the West for more than a century. It has a staff that routinely scouts the West and receives every travel press release and story tip sheet the market produces. Be sure to review at least a year's worth of back issues to see if we've covered your topic; think new, think fresh.

Style: Sunset stories are informative, friendly, opinionated; they convey a sense of place. Experts and insiders are quoted judiciously. Please note the format for how we present the basic facts and follow it.

Submission Procedures: No responsibility is assumed for unsolicited manuscripts and these are highly discouraged. Writers must submit a query letter to the editor in advance. The letter should explain and outline the proposed story idea, and suggest an appropriate month or season. E-mail queries are preferred. Send them to travelquery@sunset.com.

You also may send your query letter along with a return SASE to Editorial Services, Sunset, 80 Willow Rd, Menlo Park, CA 94025. It will be forwarded to the appropriate editor.

Once an editor approves an idea for a story, the writer will be issued a Story Contract assigning an approximate word length and due date for the text. The contract specifies the terms of the agreement between the writer and Sunset Publishing Corporation.

The assigned text should be submitted via email with the resource material specified in the contract. Following submission of the text, the writer may be asked to revise the manuscript for publication or to supply further information or answer questions posed by the editor.

Payment will be made upon acceptance of the text with submission of an invoice in the amount specified in the contract.

After acceptance, the text will then be processed by staff copy editors and fact checkers. Writers will be credited with a byline if the manuscript is not substantially altered before publication in Sunset Magazine.

Photography: Writers are encouraged to submit the names of prospective sources of color photographs (digital, 35mm or medium-format transparencies) to illustrate stories. However, Sunset will arrange for all photo submissions and/or assignments to photographers.

The 13 Western states we cover: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming; plus some coverage of British Columbia and Mexico.

Printed from:

<http://www.sunset.com/general/travel-writers-00400000035100/>

Copyright © 2009 Sunset Publishing Corporation. All Rights Reserved. Use of this site constitutes acceptance of our [Terms of Use](#) and [Privacy Policy](#) .

http://www.encompassmag.com/freelancerguidelines_2008.pdf

EnCompass Magazine Freelancer Guidelines, 2008–2009

EnCompass is the magazine for members of AAA Colorado, with a circulation of more than 330,000. We publish bimonthly (six issues per year). The majority of our travel articles pertain to Colorado and the West, but we also feature other regions of the United States, and one or two international destinations per year. Other copy in the magazine (travel, leisure, member benefits, car care and other issues of interest to the motoring public) is written by full-time staff.

Readers' ages range from 16 to 75+, with the largest percentage in the 35-to-44 range. The majority are college educated and have above-average incomes. 53% are women. They travel more than twice the national average, and are generally confident and informed travelers. 41% participate in outdoor adventure activities.

We buy the right to use your article/images in one issue of the magazine (Colorado-only circulation), on our website, and potentially to reprint the final page design in archives and to illustrate our promotional material such as rate cards or brochures.

For Writers -- EnCompass buys approximately 15–20 feature articles per year from professional freelance writers. Unfortunately we cannot read unsolicited articles, and do not accept fiction, poetry or product sales pitches. We do not work with previously unpublished writers, with the exception of the "My Colorado" essay in each issue, which showcases reader submissions. "My Colorado" is not considered to be a freelancer article for the purposes of these guidelines.

We plan our destinations first, and only then look for writers who have expressed an interest in covering that destination. For this reason, please do not send queries or complete articles. Send a list of the destinations or specialty topics you regularly cover, along with two or three clips of published works (photocopies OK) to give us an idea of your writing style, by mail in June to the address below.

We plan and assign the year's editorial calendar in July and August, for the following year. Submit your clips and destination list in June for consideration in next year's issues.

After we match a writer with a destination, we work with you to develop the specific story idea. Feature articles are around 1,200 words. We look for original, informative articles written in a concise, conversational tone. Articles should have a tightly focused subject and well-defined slant. When appropriate, the story should include quotes. Accuracy is vital. Stories from sponsored trips are OK.

For Photographers -- We purchase photography throughout the year. A call for image submissions on upcoming topics is sent by email irregularly, up to a few times a year. Please contact the managing editor if you would like to be added to the mailing list.

We accept transparencies but prefer TIFF or JPEG. Please send only low-res files for initial consideration, or a link to your online lightbox. All care will be taken with transparencies, and those which are not selected for publication will be returned as soon as possible after we decide they are not needed.

Payment -- Writing rates start at 30 cents per word, with higher rates at the discretion of the editor. If you supply photography to accompany your article, we pay an additional amount per image used, as described below. Photography rates depend on how the image is used: Main cover image: \$500 / Inside, double page: \$500 / Inside, full page: \$300 / 2/3 page: \$250 / ½ page: \$200 / 1/3 page: \$150 / ¼ page: \$100 / 1/6 to 1/8 page: \$75 / Small spot image: \$50

Payment is made by check within a week after publication. Transparencies and other items which were used will also be returned at this time, along with copies of the magazine for your files.

Freelancer Contact -- Carrie Patrick, Managing Editor / AAA Colorado / 4100 E. Arkansas Ave / Denver, CO 80222 / Phone 303-753-8800, ext. 8207 / Email cpatrick@colorado.aaa.com

TravelBeat.net -- Guest Writer Guidelines

Beat Topics

- Art&Craft
- Bicycling
- Birding
- GoingSolo
- Golf&Beyond
- Literary
- Monasteries
- Sailing
- SelfDiscovery
- Showcase
- Sidetrips
- Spirits
- Sportslovers
- Tango
- Volunteer
- Wildthings

Got a good travel story to tell? [TravelBeat.net](http://www.travelbeat.net) welcomes your contributions. And if your story is published, you will receive a free gift from one of our sponsors. Your post also will count towards establishing a possible paid writing Beat with us.

The TravelBeat Way

[TravelBeat.net](http://www.travelbeat.net) covers the travel angle of people's passions, lifestyles, hobbies and interests. We do this through an ever-expanding network of targeted blog topics that we call "Beats." We've created [ShowcaseBeat](#) to shine a spotlight on our readers who have great stories to share - many of which don't fit into our regular beat topics.

Each week, we'll choose the best stories submitted by you, our users and readers, to be read and enjoyed in [ShowcaseBeat](#), right alongside the work of our paid Beat writers. You may also submit a story for a specific beat topic as well - anything from [Arts&Crafts](#) to [Sidetrips](#) to [WineHunter](#). If you would like to become a paid Beat Writer with your own regular Beat, scroll to the bottom of this page for additional information.

Why Submit A Story?

Most of our contributing writers simply want to share their unique experience with as many readers as possible. [TravelBeat.net](http://www.travelbeat.net) is read by thousands of people every month, from 156 countries. Many of you no doubt want to build interest for your hobby and connect with others who share similar pursuits. Or you may want to promote an online or offline cause that touched you on your travels.

Still others wish to build professionally edited travel writing portfolios and join the company of the expert writers we publish. (More information on paid Beat Writers can be found at the bottom of the page.)

In every instance, contributors to [ShowcaseBeat](#) are encouraged to include relevant website links in your blog posts. And we'll be sure to include a link from your byline to your own web page.

There's also the free gift, of course.

Content: What We're Looking For

Our readers are less interested in your day-by-day account or "travelogue" of a full trip than they are in a specific experience, or set of experiences, on a given trip that you found particularly memorable, enriching, moving or revelatory. It's the "discoveries" and highs /lows of travel we want to capture. We're after authenticity, coupled with useful information that helps a reader plan for a similar experience.

For instance, has your interest in textiles taken you to fabulous street markets or shops or galleries? Has your pursuit of water adventures lured you into water mazes brimming with stunning wildlife or into whitewater too treacherous to be called thrilling? Has your passion for military history led you into spy bunkers or onto battlefields where one is compelled to personally acknowledge lost soldiers? Are your memories filled with magnificent architectural edifices or sounds of a splendid concert in a park... or a brush of sweet wind in a glorious garden? Have you taken a walking tour that opened a new world to you or took you back in time? Have you traveled with a passel of kids and everyone still had a great time? Or do you have a beef about the travel industry or tourist behavior? Really, anything goes in [ShowcaseBeat](#) - tell us how you explored a destination from your mind and/or soul.

Writing Styles

We're interested in all writings styles and voices -- first person, third, conversational or whatever. Good writing is the only standard. While we reserve the right to edit every submission, we would like as little of an editing burden as possible. So please hold back on the navel-gazing or journals only your family will love. Write for as broad an audience as your topic allows so that more people may share your particular enthusiasm. Pieces with strong points-of-view or travel hooks will be favored as well as pieces with useful information or that stir conversations.

But most of all we'll publish the "best" reads -- the ones that are as entertaining as they are informative. Your blog story should serve as a tip sheet or conversation starter - a beginning point or inspiration to readers who might want to plan their own trip around your particular experience.

Stories may run up to 800 words -- no more, please! A story of 500 hundred words is ideal.

Links and Tags

Be sure to include hyperlinks to people and places you write about. Your recommendations for the best links will be highly valued by [TravelBeat.net](#) users.

Also include a list of index terms ("tags") that should accompany your piece. These are terms that will reside in the background of your story and make it easier for web searchers to find your story.

Photos

Every blog post should be accompanied by two or three images. If you have quality photos of your own -- or have friends who are willing to contribute theirs -- by all means send them along. Like all photos on [TravelBeat.net](#), they will be published under a [Creative Commons Attribution](#) license, which ensures that you retain credit for your work. If you have photos from other sources, be sure you have obtained written permission to use them on [TravelBeat.net](#). (We'll need a copy of your written permission for our records.) We will happily give full attribution to the photographer or copyright holder and a link back to the his/her site in exchange for "one-time" use. If you do not have photos, we can work with you to find public domain images relevant to your post.

Provide Summary Box: "Experience At-a-Glance"

Every blog post must be accompanied by a brief summary and listing of pertinent website links or contact information that we call "Experience-at-a-Glance." It may include lodging and/or restaurant recommendations, shop street addresses, museum links, other area attractions and even recommended reading. You can tailor the listings to your specific post -- it's really a way for busy travel planners to literally skip over your story and get right to the basics of your trip. This is what they'll clip and save. (FYI: This is NOT considered part of the 500-800 word count.)

Facts, Rights and Permissions

We do not have the staff to fact check every submission or to update past submissions. We must rely on your research. We encourage readers to set the record straight by contacting us if they find a problem. We reserve the right to use your material in other publishing forms in perpetuity. You are free to publish your piece elsewhere along with a credit to TravelBeat.net. In other words, we co-own the rights.

It's Easy To Start

Simply send us your story and photos in an e-mail to editors@travelbeat.net and put "ShowcaseBeat submission" in the subject line. Provide your full name, mail address, and phone number at the top of the page. Or, if you would like more direction on your story, e-mail your story idea to editors@travelbeat.net. Put "ShowcaseBeat Story Pitch" in the subject line and, in 50 words or less, briefly summarize the trip you want to write about and story angle you want to focus on. We'll send you feedback on how best to shape the piece.

How To Become A Paid Beat Writer

We are looking to expand our paid Beat Writers list and are interested in coverage on many topics that spur travel planning: gardens, natural history, maritime art, period art, historical fiction, military history, fashion, science, architecture, photography, rail excursions, luxury-once-in-a-lifetime travel, caving, whitewater, theater, classical music, jazz, rock, travel with kids, family reunions....

The possibilities are literally endless, limited only by your imagination and experience.

Our paid Beat Writers won't be able to quit their day-jobs, but as we build audience, their coffers will grow. Payment is based on the number of page views you attract to your posts. If you have a travel beat topic idea and believe you can write at least 30 relevant, fascinating travel blog posts per year, we'll definitely consider you for a permanent place in our network. But first, please consider submitting at least five posts on the topic through ShowcaseBeat.

Or, if you want to sound us out first, e-mail your "Beat Pitch" to editors@travelbeat.net. (Put "Beat Pitch" in the subject line.) Provide your full name, mail address, and phone number at the top of the page. Briefly describe your beat and provide details on why you are qualified to write it on a regular basis. List 10 story ideas on the specific topic. Any market information about the topic is welcome, too, along with your connections in this area, if any. We'll get back to you on the additional steps to becoming a paid Beat Writer.

Either way, you'll have to submit at least five posts through ShowcaseBeat for your Beat to be considered for paid engagement. Occasionally we may fast-track authors of singularly outstanding blog posts that garner thousands of page views soon after first publishing. Remember, our franchise is to cover the travel angle of people's interests -- and to pass-on wonderful experiential travel stories.