

Go Wild Blue Yonder

Airline In-Flight Magazine

www.gowildblueyonder.com

Insights from Editor Nancy Clark

1. How do you characterize your readership, your audience?

Passengers, the majority of readers being 35 to 55 years old.

2. Who writes for your publication? Where do you get your stories?

Sixty percent of our articles are written by freelancers. They come from nationwide, the concentration of them in Denver, CO, which is the airline's hub.

3. If you were to give one or two bits of advice to a freelancer hoping to break into your publication, what would you say?

Email pitches with examples of writing, both edited and raw copy turned into an editor.

4. What is a mistake you typically see new writers (or writers in general) make?

Referring me to a website where their work appears vs. providing that in an email. Also, less experienced writers tend to come to the table with the presumption that we'll be sending them on a trip, with air travel provided.

5. Speaking specifically of travel articles in your focus, what kinds do you look for?

We are always looking for a freelance story with a fresh angle.

6. Do you have any pet peeves when it comes to travel writing?

Late delivery means I don't assign another story.

7. Think about the writer you most like to work with... what makes him or her so special?

I have a few: their reliability, capability as a wordsmith, tenacity, and creativity.

8. Many of our writers have skills in other areas as well as travel writing. What other columns and features for your magazine are you always seeking?

We have four features in each issue: shelter, business, dining, and celebrity focus. Freelancers can pitch for any of the four. The two most recent issues have features about Colorado Summer, Top Golf Vacations, Western Dude Ranches, New Global Cuisine, Great Family Getaways, Grow Your Own Pesto, and Arthur Frommer.

9. What other advice do you have for freelancers?

Do not read a publication and then turn around and pitch to the editor the same line of story you've just read in that magazine. You wouldn't believe how many pitches we get for a dog story if we run a dog story. By that time, the story has been done, it's over, move on to something else. Freelancers should cultivate a general tone of compelling, destination information.

Other notes on Wild Blue Yonder

This In-Flight is published bi-monthly, with 80-100 pages in each issue. Freelance writers should make sure they pitch stories about the destinations that the Frontier Airlines services. They have 70 destinations in the continental U.S., Canada, Mexico, Costa Rica. For a list of the destinations, refer to the media kit on the website.

The Ultimate Travel Writer's Workshop - Denver, Colorado - July, 2009
Publications Expo

Features can be 1,600 to 2,400 words with special sections up 6,000 words. We receive 200-500 proposals per month. We accept entire articles and queries. Pitches of a couple hundred words should do it. Do not call. I require clips if I'm considering using an author, and prefer attachments in word. It can take a week to a couple of months to get back to a writer. We offer a range of \$250 - \$1000 for articles. We retain first publication rights only. Photographs are sometimes a consideration to accompany stories.

An editorial calendar is published in the media kit on the magazine's website.
Writer's Guidelines and magazine archives can be found at www.gowildblueyonder.com.

Proposals should be sent to;
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