

## Southern Oregon Magazine Insights from Editor Heidi Chackel

1. How do you characterize your readership?

Ages of our readers range from 25-70+ with middle to higher income. They're about 60% female and 40% male.

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

In general all writers are local or at least live in Oregon. We are open to outside sources as well. Some stories are pitched by writers but over 50% are developed in house.

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?

Really read the magazine and then pitch appropriate stories. For instance, I am not going to publish a story about traveling through Europe to a regional magazine that focuses on Oregon.

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

I work mainly through email as I am swamped as an editor of five magazines. I respond much quicker that way than by phone. I know it is not as personal, but it is just how it is!

5. Speaking specifically of travel articles in your magazine, what kinds do you look for? Can you tell me a little bit about your own needs? How would you characterize your publication's travel coverage?

Travel coverage consists of areas easily accessible by our readers (West Coast, especially right now Oregon and areas reachable by driving because of the down economy).

6. What, in your view, separates an OK travel article from one that's truly inspired?

One that really gets to the point, rather than a long drawn out story with beautiful descriptions that tend to get glanced over.

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

Nope, just make sure all information is accurate and fact checked.

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

He or she keeps me up-to-date with frequent emails on how the story is going.

9. 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 sections on health, fitness, recreation, homes, dining and wine.

Heidi Chackel - Editor  
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Gusto Magazine ([www.BendGusto.com](http://www.BendGusto.com))  
Southern Oregon Magazine([www.SouthernOregonMag.com](http://www.SouthernOregonMag.com))  
Central Oregon Golf Guide ([www.coggmag.com](http://www.coggmag.com))  
Golfing Oregon Magazine ([www.GolfingOR.com](http://www.GolfingOR.com))  
Golfing Nevada Magazine ([www.GolfingNV.com](http://www.GolfingNV.com))  
Ghost Tree Invitational ([www.GhostTreeInvitational.com](http://www.GhostTreeInvitational.com))