

Zymurgy Magazine

Insights from Editor Jill Redding

1. How do you characterize your readership?

Zymurgy is the Journal of the American Homebrewers Association. The AHA currently has more than 16,000 members, and Zymurgy has a circulation of more than 20,000. Our readers are mostly homebrewers of beer, mead and cider.

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

The vast majority of our articles are written by freelancers who are also homebrewers. Most features are assigned based on established themes for each issue of the magazine.

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?

Read our magazine and become familiar with our style and the types of articles we publish. Provide samples of work with queries.

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

I've gotten a few queries lately that are so far off-base to what we do that it seems like they've been mass-mailed to various publications. Also, missing deadlines once an article has been assigned is a huge mistake.

5. Speaking specifically of articles in your magazine, what kinds do you look for? Can you tell me a little bit about your own needs?

I look for articles that are timely, well-written, entertaining, technologically sound, and that meet deadlines. Most of our features are related to homebrewing and will focus on particular styles of beer or methods of brewing.

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

I can tell when a lot of work and thought have gone into an article versus one that's been thrown together.

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

Misspelled words and names, bad grammar, bad organization. If I have to spend significant editing time rearranging paragraphs into a coherent article, I am less likely to use that author again. Also, missed deadlines are a huge pet peeve.

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

I have a couple in mind who are very creative, and their writing is fun and lively.

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 a department called The Last Drop (500 words) in the back of our magazine that is kind of the "last word" for that issue. It's a lighthearted look at anything homebrewing- or beer-related.

Since 1978, Zymurgy magazine has been the leading light for amateur brewers in North America and around the world. It features innovative and award-winning recipes, features on do-it-yourself equipment building, explanations of brewing science, and presentations of brewing techniques in addition to a healthy dose of beer culture.

Zymurgy represents the best of homebrewing with articles that appeal to every level of interest in the homebrewing hobby. Published six times each year, Zymurgy includes an annual "Special Issue" (September-October), that includes recipes for all of the AHA National Homebrew Competition Gold Medal winners.

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