
WRITER GUIDELINES

DOUGLAS | YAM | SPRUCE

HOW SHOULD I PITCH STORIES TO PAGE ONE PUBLISHING'S PUBLICATIONS?

Each of Page One Publishing's magazines has its own brand, tone and content, so start by reading the current issues and a few back issues to get a feel for each magazine and the topics they cover, then tailor your pitch accordingly. They are available on each magazine's website.

Do keep in mind that our lead time is three to four months, so pitches must be submitted well in advance of publication while still remaining timely and current. Send us a brief email query letter that clearly and concisely explains your idea in one paragraph. Tell us why it's a good fit for the magazine, what section it should go in and what format it will take. We do not accept unsolicited manuscripts or simultaneous submissions. Your subject line should say: *Query: YAM magazine*, for example.

WHERE SHOULD I SEND MY PITCH?

For *YAM* and *Douglas* pitches, submit to Kerry Slavens (kslavens@pageonepublishing.ca).

For *Spruce* pitches, send to Athena McKenzie (amckenzie@pageonepublishing.ca).

Do not submit the same pitch to Kerry and Athena. We edit different magazines

and have different editorial needs.

We try to respond to queries in a timely manner, but we receive a high volume of emails, and it may take between one and two weeks to hear back from us.

WHAT HAPPENS ONCE YOU COMMISSION MY ARTICLE?

If we decide to commission your article, you will be contacted by one of our editors who will send you an email that specifies the direction of the article, your deadline and fee, plus a contract that notes what rights we are buying etc.

WHAT DO I NEED TO KNOW ABOUT WRITING FOR YOUR MAGAZINES?

- *YAM*, *Douglas* and *Spruce* all follow Canadian Press style with only a few exceptions.
- Use local statistics and experts whenever possible.
- Articles should be submitted only in the following formats: Word or Google Docs.
- Do not use double spaces after periods.
- Do not use Oxford commas.
- Do not use paragraph indents.
- Double space your article and avoid strange/rare fonts.
- Start a new paragraph when inserting quotes. Attribution should be in present tense and come after the first sentence.
- Spell-check your article (including people's names and titles) and double check your facts.
- Write to the assigned word count. Since we save space for your article, we cannot deal with articles that are hundreds of words over or under the assigned count.
- Submit on time. Printers expect the magazine to arrive at the presses on time or we lose our spot, so it's more imperative than ever that if you agree to a deadline; you need to meet your commitment. We publish many magazines each year (including market and trade magazines), so the deadline we give you is the real deadline.
- For our fact-checking process, please submit sources for all statistics and/or studies, plus a list of phone numbers and/or email addresses for all interview subjects.
- If an article is submitted that does not meet our editorial standards or the assignment, we may ask for changes from you — or decline the article.
- Don't be afraid to contact us with questions during your writing process. If an article is not going the way you anticipated, it's better to address it early in the process. This gives us time to change course and work with you to find a new direction.