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# WRITER GUIDELINES

## DOUGLAS | YAM | SPRUCE

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### HOW TO PITCH STORIES TO PAGE ONE PUBLISHING

Each of Page One Publishing's magazines has its own brand, tone and content, so please start by visiting the website(s) and reading current and back issues to get a feel for the magazine you want to write for, and the topics it covers (yammagazine.com, douglasmagazine.com, sprucemagazine.ca). Then tailor your pitch accordingly.

**Do:** Let us know in your subject line that you are pitching a story, and which magazine you are interested in. It should read, for instance, Query: YAM magazine or Story pitch: Douglas.

**Do:** Send us a brief email query letter that clearly explains your idea in one or two concise paragraphs.

**Do:** Explain why your story is a good fit for the magazine.

**Do:** Explain why "now." Keep in mind that our lead time is three to four months. Submit pitches well in advance of publication — but make sure they are still timely and current.

**Do:** If possible, include any sources you plan to approach.

**Do:** Tell us a little about you. Explain why you are the best person to write the story, and include links to your website, portfolio and/or previously published stories.

**Do:** Disclose if you have published or plan to publish a story on the same topic elsewhere.

**Do:** Disclose if you have used, or plan to use, generative AI (ChatGPT, Bing Chat, Bard, DALL-E etc.) for any component of your story.

**Do not:** Send unsolicited manuscripts or simultaneous submissions.

**Do not:** Send generic pitches without a story idea, ie, "I would like to write about food."

**Do not:** Submit the same pitch to more than one editor at Page One Publishing.

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### WHERE TO SEND YOUR PITCH

Send YAM pitches to [editor@yammagazine.com](mailto:editor@yammagazine.com).

Send Douglas pitches to [editor@douglasmagazine.com](mailto:editor@douglasmagazine.com).

Send Spruce pitches to [editor@sprucemagazine.com](mailto:editor@sprucemagazine.com).

Please note: We try to respond to queries in a timely manner, but we receive a high volume of emails and may not always be able to do so. If you do not hear back from us within two weeks, feel free to send a follow-up query.

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### WHAT TO EXPECT IF PAGE ONE COMMISSIONS YOUR ARTICLE

If we decide to commission your article, you will be contacted by one of our editors. They 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 and other relevant information.

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### WHAT TO KNOW ABOUT WRITING FOR PAGE ONE MAGAZINES

- YAM, Douglas and Spruce all follow Canadian Press style and Oxford Canadian spelling, with some exceptions.

- Use local statistics and experts whenever possible. Include sources for all statistics and/or studies used.

- Include contact information (email and phone number) for all sources quoted in your stories.

- Articles should be submitted in Word or Google Docs formats.

- Articles should be written in Times-Roman, Calibri, Arial or similarly mainstream font; do not use strange, rare and/or hard-to-read type.

- Do not use paragraph indents; instead, add a line of space between paragraphs.

- Do not use Oxford (serial) commas or double spaces after periods.

- Use present tense for attribution ("he says").

- Spell-check your article and double-check your facts, especially people's names and titles.

- Write to the assigned word count.

- Submit your story on time. If you are running late for any reason, let your editor know as soon as possible.

- Never invoice for more than the contracted fee without prior approval from your editor.

- Note that we pay after your story is published, not before.

- We believe that every story should be a collaborative effort between writer and editor. Every story will go through a rigorous editing process. Your editor will almost certainly have questions and may ask for changes or even a complete rewrite. If, despite that, an article does not meet our editorial standards, we may decline the article and offer a kill fee instead.

- If you run into difficulties during the interview, research or writing process, please let your editor know right away. It is always better to address problems early in the process — this gives us time to change course and work with you to find a new direction.