

**F**amily-Life Magazine is a family-oriented magazine read by nearly 40,000 families in Sonoma, Mendocino and Lake Counties. Our primary goal is to provide information on education, health, parenting and local issues of importance to our readers.

### DEADLINE:

Deadline for general submissions is two months prior to the month in which the articles is scheduled to appear. For instance, if you are aiming for the month of July, your deadline would be June 1<sup>st</sup>.

### GENERAL SUBMISSIONS:

All stories should be submitted on paper or via email in final proofread form.

- Double-space the article, and use a return to signify a new paragraph rather than tabs.
- Do not center or justify text, and do not otherwise format the text.
- If submitting by e-mail, include the text in either the body of the e-mail or as a Microsoft Word attachment.
- Standard submission length: 650–1150 words (Exceptions made on assignments.)
- Photos must be accompanied by photo credits, names & contact information of any individuals appearing in the photograph. Color or black & white photos are acceptable.

### PUBLICATION:

All articles are accepted on speculation. Publication of any article cannot be guaranteed. All editorial privileges are retained in full by Family-Life Magazine. Family-Life Magazine retains all rights, print and electronic.

Payment for an article on assignment is made following publication at a rate of \$.08 per word. Reprint rights are purchased for \$35–\$50, subject to publisher approval. Payment will be negotiated prior to publication.

Professionals who write on a subject or area of expertise will be receive credit at the end of a published article in lieu of payment.

### SIMULTANEOUS SUBMISSIONS:

(those being prepared for several publications or markets at the same time)

Family-Life Magazine requires exclusive rights in the Northern California parenting publication market.

### STYLE / CONTENT:

Articles that are succinct, timely, professionally presented, and well-written have the best chance of being published. Good stories:

- Contain vital information on which our readers can base decisions regarding themselves and their family.
- Have a local angle. The story can focus on a local topic, cite local examples, quote local people, or in some way be unique to this area. If it can't be local, the story should be of immediate interest to our readers.
- Should make our readers go "Wow!" A story may do this by bringing to light new information such as new facts, an enlightening perspective, a humorous slant, an interesting new project, an introduction (or personality profile), etc.
- Sidebars, resource lists and footnotes are encouraged.

The writer should double check:

- Accuracy of facts, especially phone numbers, addresses and the spelling of names.
- Structure of the article. There should be an introduction, a thesis, a body, and a conclusion.
- Spelling and grammatical sentence structure.
- Quality of quotes. Are they clear, local, concise, relevant?
- Graphic elements. These are optional, but can be very helpful. They may include sketches, black and white and color photos, graphs, or other artwork.
- Use of names. Use a person's full name and title (when appropriate) on the first reference. After the first mention, refer to them by last name only.
- Active voice. Using active voice is key to keeping the reader engaged.
- Personal anecdotes and personal pronouns should be avoided so that the writer doesn't intrude on a story. (Columns or humor stories are the exceptions.)