

## Writer's Guidelines

*PHOENIX* magazine covers a rapidly growing region in an evolving Sunbelt state where the Old West meets the new in a mesh of cultures and constant renewal. Half of the population has been here fewer than 10 years. Our goal is to stimulate all of our readers — whether they've been here a week or a lifetime — by showing them how to “use” their city (what to do, where to eat, etc.) and put in perspective the issues, personalities, events, customs and history that shape their lives.

**WHAT TO PITCH:** The stories must appeal to an educated Phoenix audience. We want solidly reported and diligently researched stories on key issues of public concern and the key players involved. That includes offbeat topics that have not received public attention or stories that take a new approach to existing topics. Please become familiar with the magazine's individual departments to make sure there is a place for your idea in the magazine. Whenever possible, please pitch for specific departments.

**WHAT NOT TO PITCH:** We do not publish fiction, poetry, personal essays, book reviews, music reviews or product reviews, and our travel stories are staff written. With the exception of our travel stories, all of the content in *PHOENIX* magazine is geographically specific to the Phoenix-metro region. We do not publish any non-travel news or feature stories that are outside the Phoenix area, and we prefer that our freelancers are located in the Phoenix metro area.

**QUERY LETTERS:** Send queries and writing samples via e-mail. You may also send your queries along with a self-addressed, stamped envelope, but e-mail will greatly increase your response time. No telephone queries, please. Your query should include:

- a short summary, a list of sources and — here's the biggie — an explanation of why you think your idea is right for our magazine and why you're qualified to write it. Why would anyone care? Why is this story right for *PHOENIX* magazine?

We're basically looking for any story that will make our readers toss their remote controls and get up and do something — sign a petition, go for a hike, tour a museum, eat a pita. We like regional issues, history, local personalities, coverage of the arts.

- a description of your credentials, writing experience and expertise in the subject matter. We prefer that writers have at least five (5) years of experience writing/contributing on a regular basis to newspapers or consumer magazines and have a degree in journalism. No trade publications, please. Writers pitching investigative and news features must show they have had at least five years of solid reporting experience.

- Please do not send writing samples; these will be requested only if the editorial staff is interested in your idea.

**PROCEDURES:** We assign or buy stories only after they've been thoroughly discussed by our editorial staff. Should we assign your story, you will be contacted by an editor who will establish your deadline and payment and outline the main features of the article. We will then send you a contract to sign and return. Depending on your experience, you may be asked to write on spec (which means if the final product is brilliant, we pay; if it hurts our eyes, we've wasted a tree). If we agree to publish your story, please be prepared to hand over all notes, tapes and other materials so our fact-checkers can verify the story. All interviews with public officials, businesses and controversial figures, as well as interviews for full-length feature stories, MUST be recorded.

**ARTWORK:** Photos and illustrations are assigned by the art department. However, if you have photos or know of existing photos, you should share the info with your editor.

**PAYMENT:** We pay on publication — the amount depends on the length of the story, your experience, the difficulty of the subject and the budget available each month.

**CONTACT:** Please send all queries to:

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