



Well Now Magazine Writers Guidelines

You want to write for Well Now Magazine? Fabulous! We'd love to have you. Our writer's guidelines will help you get started.

Magazine Description

Well Now Magazine (Well Now) is the first and only magazine that addresses the unique issues of health living, fitness training, nutrition, and well-being of moms. The magazine's motivational message is presented in an intelligent and modern format. Well Now does not contain fluff or sensationalized topics. Well Now provides researched and relevant information that moms can use immediately. It's the total package for helping moms stay happy, healthy, and fit. Published quarterly, Well Now features regular articles dedicated to the style and life of today's busy mom. For Well Now readers, being fit means more than just working out, it means feeling and looking your best. Well Now moms of all ages, shapes and sizes can reap the rewards of a firmer, more toned physique, greater energy levels, self esteem and overall improved health.

Mission

Well Now's mission is to inform, motivate, and entertain mothers (of all ages, shapes and sizes) to reap the rewards of an active, well-balanced, happy and healthy life.

Audience

Well Now targets women who are mothers, ages 25-45, who are fitness oriented, health conscious, educated and concerned with a balanced self-image.

Distribution

Well Now Magazine is offered through individual paid subscriptions. Businesses are offered an option to purchase in bulk. Beyond seeing Well Now Magazine in the hands of subscribers, you may find Well Now Magazine at locations such as health clubs, women and parenting events, health food stores, medical offices, coffee shops, bookstores, libraries, and other selected locations.

What kind of contributors are we looking for?

Writers come in all ages and types and backgrounds. Some make their living as writers; others are business owners, health professionals, or teachers. More important than journalism experience is you knowing a subject very well, and being able to write clearly about it. Good candidates include credentialed professionals and/or freelance writers who have experience writing health and fitness related articles for publications.

What kind of articles are we looking for?

Make your ideas unique. Think creatively. Stories should be original, though not outlandish. Remember, we don't always know exactly what we're looking for--if we did, we'd simply assign it or write it ourselves. Show us something we haven't seen. And please, no boring "How aerobics is good for you" type stories, and make sure your cliché filter is turned on before you start writing.

What kind of articles are we NOT looking for?

Well Now Magazine does not accept fiction or poetry. This is not a forum for opinionated rants. We welcome hard-hitting stories, but they must be well researched and objective.

GETTING STARTED:

CATEGORIES, DEPARTMENTS, AND FEATURE ARTICLES FOR WELL NOW

The following four categories make up Well Now Magazine: *Eating Well*, *Healthy Living*, *Fitness*, and *Motivation*

Also, in every issue, Well Now has department articles for: *Tidbits*, *Experts Tell All*, *Moms We Love*, *Losing It*, *Must Try Recipes*, *Yeah! Me Time*, and the *Ultimate Buyers Guide*.

Category and Department Articles

Well Now articles run 500 to 700 words. In every issue, we run 1-4 articles under each category: Eating Well, Healthy Living, Fitness, and Motivation.

Feature Articles

Well Now publishes two features per issue drawn from our four categories including one which is the cover story. The feature articles are usually assigned at a length of 1,200 to 1,700 words, and the contributor is required to produce the piece at or near the assigned length. However, if in putting the piece together it appears the length should be significantly shorter or longer, the contributor must consult with the editor before submitting the finished piece to see if the different length can be accommodated.

Successful Features Should:

- Begin with a captivating and colorful headline that draws readers into the topic.
- Clearly identify the issue which the feature will address and why readers should care about it. This tells the readers where the article is headed and convinces them to continue.
- Include contrary views as appropriate, thus anticipating the reader's questions. However, the feature should have a sense of closure and a point of view.
- Persuade and "show" the reader rather than "tell" them the important issues being addressed. Readers should be left with a balanced understanding of the issue at hand.
- Create a lively style using colorful language, and vivid descriptions of settings and people to keep the reader in the piece and caring for the issue.
- Close with an ending that ties into the lead and theme. The ending should not only sum up the article but possibly point to the future or a solution (without suddenly introducing a new idea in the last paragraph).

Successful Features Should Not:

- Be merely source quotes strung together or a long list of bulleted points.
- Be amusing anecdotes.

Due Dates

We prefer to make assignments at least two months or more before articles are due to give talented contributors the time to do their best work. Due dates are typically set three weeks before the magazine goes to print. Barring unusual circumstances, articles are usually published in the month scheduled, as indicated when assigned.

STYLE GUIDELINES

- Do not include your own personal opinions. Any opinions stated in an article should be attributed to the source that offered that opinion.
- Avoid clichés like the plague (e.g., "fit to be tied" and "to make a long story short.")
- Use the simplest word that makes the point. For example: choose "use" instead of "utilize;" use "rain" instead of "precipitation.")
- Avoid the use of slang.
- Present all sides of a story whenever possible.
- Include subheads within the article.
- Eliminate any information that is not directly related to the subject matter; present that information in a separate sidebar.
- Omit literature citations. If you would like to cite prior research or a researcher for added credibility, please do so in the body of the text. For example, "Dr. Francine Smith at the University of Women's Studies previously found..."

QUERIES

Submission of Queries

The advantage of submitting a query is that you can learn whether or not the proposed article meets Well Now's editorial needs before time and energy is expended developing the full article. Submitting a query also helps define and organize the approach you intend to take. Keep in mind, a positive response to a query does not guarantee acceptance of the submitted article, only that the query meets our standards. Contributors should expect a response within four weeks. However, if you have not received a reply within that time, please e-mail or write us to confirm that we received your submission.

Queries will not be accepted by telephone or fax.

Remember: Proof your work thoroughly! Yes, we are all mistakes. Even Well Now staff members have made a few. However, typographical and grammatical errors distract the reader. Such errors may disqualify your submission. We may instantly reject any submission containing multiple spelling or grammar errors.

To submit a query, email Editor@WellNowMagazine.com or write to:

Well Now Magazine
Editorial Query
P.O. Box 6547
Silver Spring, MD 20916

Assignments

Well Now will provide detailed guidelines for a specific assignment such as what elements the featured article or department should include, the expected length, and the contributors responsibility for providing contact information for people or places to be photographed, etc. Any assigned articles submitted to Well Now must be original and not currently under consideration by any other publication unless otherwise approved by Well Now Magazine. Previously published articles may be considered if the contributor explains how the articles fits a current Well Now need and provides details as to how the article will be updated.

Acceptance of Assignment

If your work is accepted for publication, you can expect to participate in a collaborative editing process until consensus on a final draft is reached between yourself and the editor. On average, be prepared to take your submission through 2-3 edits or rewrites over the course of a month.

Note: Assignments are formally acknowledged by a written contract before work commences.

Deadlines

Deadlines are established when a story is assigned. However, life happens (sorry for the cliché!). If you're unable to meet the deadline for any reason, please inform Well Now immediately to request an extension. However, extensions may result in the assignment being cancelled. Repeated extensions will not be given. Contributors who repeatedly request extensions will no longer be granted assignments.

Compensation

Category, Department, and Feature articles are compensated at \$.10 a word. Well Now pays 30 days after Publication, not Acceptance. Well Now Magazine does not pay for articles previously published.

Rights We Buy

Well Now Magazine purchases all First North American Serial Rights, First-exclusive electronic rights and non-exclusive archival rights. Well Now Magazine occasionally purchases second North American publication rights.

About Kill Fees

We do not pay kill fees.

GUIDELINES FOR PHOTOGRAPHS

Well Now Magazine encourages contributors to submit photos that support the stories they write. Photographers should have a proven ability to take unique images that really stand out from a crowd. Photos can be scenic or action. Photos should be unique, in good taste, vibrant, and must be exceptional.

Compensation for original photography:

1/2 Page or less - \$20

1/2 page to Full Page of photos- \$40

Front Cover Shot- \$100

- Front Cover images must be of a happy, healthy, and physically fit mother engaging in a fitness-oriented activity with a child (or children). The mother must be the focal point of the photo and depict a vibrant image other mothers would aspire to obtain. Well Now is published quarterly, therefore the Front Cover image submitted should appropriately reflect Spring, Summer, Fall, or Winter.
- We only accept photos in electronic format via e-mail: TIFF, JPEG or EPS format. If a file is larger than 10MB, it will be necessary to send the file through postal mail or through an email service that supports large files.
- When using a digital camera, use the highest resolution setting possible (at least 300dpi).
- Send color photography only.
- Photographs including an individual(s) must be submitted with a signed release form.

CAPTION GUIDELINES

- Include captions with all photographs.
- Provide descriptive captions for the photographs or illustrations that accompany your article. If the person(s) in the photo is identifiable, provide the name.
- Captions should be succinct, but the reader should be able to generate an idea from them without referring back to the original article. Many readers read only the captions and look at the photographs. You want to lure them into the article by enticing them with the captions.
- Be sure to indicate who should receive credit for each photo.

Contact Information

Well Now Magazine

P.O. Box 6547

Silver Spring, MD 20916

(800) 571-9065

Editor@WellNowMagazine.com

www.WellNowMagazine.com