



## **Writers' Guidelines for *Northern Indiana LAKES Magazine***

### **Who We Are**

*Northern Indiana LAKES Magazine* is the official publication for the good life in northern Indiana. It is a bimonthly lifestyle magazine that defines lake living at its best.

The LAKES *Country* market area is essentially defined as 20 northern Indiana counties: Adams, Allen, DeKalb, Elkhart, Huntington, Jasper, Kosciusko, LaGrange, Lake, LaPorte, Marshall, Newton, Noble, Porter, Pulaski, St. Joseph, Starke, Steuben, Wells and Whitley.

Our articles take a positive, practical approach to helping readers enjoy and enhance their lifestyle, whether as weekend, seasonal or year-round lake residents. We are not a “city” magazine that happens to include lake articles; rather, we strive to present articles on issues and subjects unique to the northern Indiana lakes area that cannot be found in any other publication. Our writers help us achieve that goal.

In addition, we include within each issue area restaurant and entertainment guides, an interview with a person of note, and compelling journalism to interest our targeted readers. Our writing tone is upscale, but not uppity, and we include writer bylines on nearly all stories.

### **Successful Pitches**

Freelance articles are written on assignment, so sending clips and a cover letter explaining your qualifications as a potential writer for *Northern Indiana LAKES* is the best approach. This is not a publication for beginners; please send your best works.

*If you'd like to suggest a story idea, keep in mind the following:*

- Focus on our 20-county region.
- Look for little-known story subjects or unique angles on familiar topics. Articles must go beyond what readers might learn from a destination's Web site or

brochure, and articles must include information such as address, phone number and hours of operation, as applicable.

- The concept should be of high interest to readers throughout the area, not just to residents of areas featured in the story.
- Summarize your background research to show you have specific sources and locations in mind.
- Sum up your idea in two or three well-crafted sentences, presenting a plan for covering the subject, not merely a general idea for it.
- Read a recent issue of *Northern Indiana LAKES* for a sense of tone and content. Make sure your story could fit into that mix.
- We tend to develop new writers on small items first, such as short news items profiling a new restaurant. New writers rarely receive a full feature assignment.

### **What We're NOT Interested In**

- Personal essays
- Stories about your vacation
- Celebrity profiles (with rare exceptions)
- Routine pieces on familiar destinations
- Completed manuscripts
- Previously published works

### **Lead Time**

We are glad to accept story pitches throughout the year. Most of our articles are researched one year prior to publication, particularly if they are dependent upon seasonal factors such as lake activities, festivals or foliage.

### **How to Submit An Idea**

Send your idea with several clips to: Sue Rawlinson, Managing Editor, *Northern Indiana LAKES Magazine*, 1415 West Coliseum Blvd., Fort Wayne, IN, 46808. Because we are unable to return unsolicited materials, please do not send original copies.

### **Payment**

Should we decide to use your query, we will contact you, negotiate story details, deadline and rate, and send a written contract. Writers retain all copyrights but must agree to refrain from submitting a story published in *Northern Indiana LAKES* to competitive publications within the same market area.

We pay 2-3 weeks after accepting the completed article. (NOTE: We may request text revisions and/or request follow-up information after the article is accepted.) Rates vary depending on the article, the writer and the amount of research involved, but generally range from \$.10 cents to \$.50 per word.

*Thank you for considering Northern Indiana LAKES Magazine.*