

# SUBMISSION GUIDELINES FOR ARTICLES

## **DEMOGRAPHICS :**

Flanelle is the magazine for people who love art, photography and fashion. It explores artists and ways of making beautiful things. It inspired and it loves creativity. Our readers are typically young (17-40 years), or young at heart, appreciating art, fashionistas, independent artists, designers, photographers or simply people who want to do something different and make a difference doing it. They are mostly from America but Europe as well. We want to inspire everyone around the globe.

## **WHAT MAKES A GOOD ARTICLE :**

Editorial content in Flanelle Magazine is intended to inform and motivate the reader by profiling unique individuals and experiences that are timely and socially relevant. We look for articles that are issue-driven and combine an engaging and well-told story with nuts-and-bolts how-to information. Wherever possible and applicable, efforts should be made to provide sources where readers can find out more about the subject, or ways in which readers can become involved in the issue covered.

## ***For web :***

In articles that discuss development or volunteer work, writers can try to structure their pieces as narratives – with anecdotes, quotations and a sense of story and to include as much context as possible based on reliable sources

1 ) What is your article about? What message will you communicate?

2 ) In which section of Flanelle might it appear?

3 ) Title, Deck and Lead—Give us a sample title, deck (subtitle) and lead (opening paragraph) for your article to show us your writing style and demonstrate how your introduction will entice the reader.

4 )Photos—Please indicate if you have photos to accompany your article. You may email a series of images, along with the name of the photographer and all the credits.

## *What NOT to Send Us:*

Please note that any material resembling “advertorial”, promotional writing or material that covers a specific organization in an overtly promotional way will not be considered. If your story is about one particular organization or company, try to focus your discussion on the industry as a whole or broaden your coverage to mention other organizations that are doing similar work in the same field.

## ***For print :***

Featured articles run for a minimum of 1 page. This is a very competitive portion of contributor's content. Submissions for feature articles are evaluated based on the following criteria:

Unique Approach

Subject Matter And Relevance

Photographs

Well S

## ***How to write your articles :***

Before you start writing, brainstorm your ideas.

*What is an article?*

An article

- is a piece of writing usually intended for publication in a newspaper, magazine or journal
- is written for a wide audience, so it is essential to attract and retain the readers' attention
- can be formal or informal, depending on the target audience
- should be written in an interesting or entertaining manner
- should give opinions and thoughts, as well as facts
- is in a less formal style than a report, but can be written as a report

An article can

- describe an experience, event, person or place
- present an opinion or balanced argument
- compare and contrast
- provide information
- offer suggestions
- offer advice

### ***A realistic article should consist of:***

1. an eye-catching title which attracts the readers' attention and suggests the theme of the article. (Think about why you read a magazine or newspaper article recently - what made you read it?) Articles should also have subheadings before each paragraph.
2. an introduction which clearly defines the topic to be covered and keeps the reader's attention.
3. the main body of two to five paragraphs in which the topic is further developed in detail.
4. the conclusion - summarising the topic or a final opinion, recommendation or comment.

**DO NOT** use over-personal or over-emotional language or simplistic vocabulary.

**DO NOT** talk about yourself. You are writing for the general public, not a close circle of friends. Your opinions are only interesting to other people if you can make them amusing, justify them or explain them.

## **PROPOSALS AND SUBMISSIONS**

Unfortunately, Flanelle cannot reply to all queries submitted. We will reply to your query or manuscript only if we are interested in your idea. All images not taken by you or not authorized by the photographer will be refused immediately. You may either submit a) a completed manuscript of your work for consideration, attached as a Microsoft Word document, or b) a detailed query outlining your story idea pasted into the body of the email message.

## **EDITING AND PUBLICATION**

The editor will notify you by email if we plan to move forward with your query or manuscript.

Changing a storyline or angle after it's assigned can cause problems. If things are not working out as you envisioned, discuss this with the editor well in advance. Previews of a manuscript by outside sources are a no-no. If a source requests to see and/or approve your manuscript before it's published, please inform us.

There will be a revision of your article. If there are too many mistakes, we will send it back to you and ask for a revision. We do our very best to assign only stories that we fully intend to publish; however, the publisher reserves the right to not publish an article. When an assignment is not published, it's almost always because the story did not meet our requirements and the writer was unable or too busy to make the revisions we requested.

Articles accepted for publication in Flanelle Magazine may also appear on the Flanelle Magazine website ([www.flanellemag.com](http://www.flanellemag.com)), in an electronic version or any form of Flanelle Magazine, or used for Flanelle Magazine promotional purposes.

#### CONTACT

Address submissions and queries to:

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