



SEND YOUR QUERIES / ARTICLES TO

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Guidelines for Contributors

Pennsylvania Magazine

by Matt Holliday, editor | revised January 2019

PAYMENT FOR ITEMS / TYPICAL FEE AMOUNTS

We purchase First North American serial rights for one-time use. Our fees are 15 to 20 cents per published word.

Payment for photos with an article are usually \$35 to \$45 per image. Fees for images used in other areas of the magazine are higher: cover is \$150 (\$250 for wrap-around cover), Contents and Editor's Choice are \$85, Mailbox is \$45 to \$65, and photo essay is \$45 to \$85 per image.

DEPARTMENTS, TYPICAL WORD / PHOTO USE

RoundUp (front of the book items)

- Usually 500-800 words, 2-4 photos
- Longer items can be 800-1100 words, up to 6 photos

Features

- Short (up to 1,000 words or less, three photos)
- Medium (1,100 to 1,750 words, 3-5 photos)
- Long (1,750 to 2,500 words, 5-8 photos)

Town and Country

- Usually about 600 words and one photo

Handling / Reimbursement fees:

- We will also pay a handling fee (\$5 to \$10 per image) for images that we use that were obtained on behalf of the magazine by the contributor from a subject's file.
- We also reimburse for any related fees (for photo reproduction or publication fees) that are approved prior to arranging for such reproduction by an individual, museum, library or historical society.
- Although we'd like to, our budget doesn't allow us to pay travel expenses, and we don't assign stories to contributors who are new to us.

WHEN WE (staff at Pennsylvania Magazine) find contributors who can provide engaging articles about Pennsylvania's history, people, places and events at our published rates that will interest our readers and cause them to either begin or renew a subscription, we're successful.

The articles that have proven to be of interest to our subscribers have the following characteristics:

- **Statewide interest.** The article topic should interest readers in Erie and Scranton, as well as readers in Bloomsburg and Bellefonte.
- **Pennsylvania tie-in.** The link to Pennsylvania is clearly seen.
- **Lively text.** Tight copy that pulls the reader from the head and subhead through to the article's last word.
- **Engaging photos.** The photos must be engaging. We want the reader, because of the photos, to want to read the captions, and after reading the captions, to be eager to read the article.

We rely on freelance contributors.

To see if your style (type of articles you can produce, payment you need to receive, ability to provide what we need) will work well with ours, please take the time to review these guidelines.

Begin with a Query via Email

Compose a concise email (not an attachment) to show how your idea will be of interest to our readers and why you are the one to do the work. Show us how you will cover the topic using words and pictures.

Use your query letter to show that you can provide a text that is lively and accurate. And, if you intend to contribute photos with your text (or work with someone you know) show how the submitted images will cause our readers to read your text. When possible, include PDFs of prior work and/or links to your work with your query.

Once we have your query and other materials, you can expect a reply in about two weeks. (If it is a timely topic, such as a festival that's happening in one week, include "QUERY: Quick Response Needed" in the subject line of your email.)

We want to receive queries on topics by contributors who give us confidence in their writing ability and their knowledge of and connection to the subject being covered. Queries like this receive a response to go ahead with the idea.

If your query doesn't suit our present needs, we will tell you why (possible reasons include): not the right time for the subject, the subject has been covered in the past five or so years, or it's not a topic that suits the magazine.

RECENTLY COVERED TOPICS:

- Weekend getaways: Mercersburg, Easton, Hawley/Honesdale, Bloomsburg, and Chestnut Hill (separate issues)
- Dodge NHRA Nationals (drag racing) at Maple Grove Raceway
- Refurbished fountains at Longwood Gardens, Kennett Square
- Rail trail in Cambria and Indiana counties
- Bogs in western Pennsylvania
- Ma and Pa Railroad in Muddy Creek Forks
- Shared commercial kitchens in Pennsylvania
- Cow to cone ice cream dairies in Pennsylvania
- Dog acrobatic activities and round barn in Adams County
- Gettysburg on horseback
- Sullivan Expedition in Revolutionary War
- Meadowcroft Rockshelter in Avella
- Living Dead Museum in Butler County
- Bartram's Garden in Philadelphia
- Brandywine Valley Christmas attractions
- Lancaster Marionette Theatre
- A Revolutionary War prisoner of war camp in York County
- Dinosaurs for rent by a Selinsgrove-based business
- Ray Owen, storyteller and raconteur
- Sue Hand, artist and storyteller of coal country
- Vintage baseball teams and tournament
- Short-eared owl, habitat and activities (photo essay)
- Aquatic insects in Pennsylvania
- Museum of the American Revolution and David Library of the American Revolution
- It's a Wonderful Life celebration in Indiana
- Christkindlemarkt in Mifflinburg
- Harry Potter and Hogwarts in Chestnut Hill
- Redball Military Transport fall meet
- Conestoga Area Historical Society
- Sawmill Center for the Arts, Cooksburg
- Schuylkill River paddling through the history of canals and coal
- Timothy Hughes Rare and Early Newspapers in South Williamsport

How to Submit Your Article

- 1. Use one package.** It is better to wait until you have everything than sending in bits and pieces.
- 2. Share the glory.** Supply the names and addresses of those involved in the article. You will need to supply written permission for our use of photos/illustrations from their owners/copyright owners and their names so we can provide credit.
- 3. Include contact info.** for subjects featured in the magazine so we can send them a copy upon publication.
- 4. Remember that we'll edit everything.** All written materials submitted are subject to editing for style, clarity, flow and organization. This editing is intended to keep a cohesive, familiar style for readers of the magazine. If you want your material to appear "as is," don't send it to us.
- 5. Use the Associated Press Stylebook.** Do not use any terms such as first, only, or unique unless you can prove it. Include a citation of this authority with your text. Beware of generalizations.
- 6. Write in the active voice.**
- 7. Orient the reader quickly.** Cite the location of a person, place or event in the first paragraph and include the county—Terry Smith of Camp Hill, Cumberland County. Omit county references for the following: Erie, Harrisburg, Lancaster, Philadelphia, Pittsburgh, Scranton, Allentown, Bethlehem and York.
- 8. Deadlines gladly given.** We can give you a deadline if you need one to complete the item, otherwise we operate without deadlines for most stories. If your item is appropriate for an upcoming issue, and I expect that you are able to complete it for that issue, I'll give you a deadline. Otherwise, articles are scheduled in the magazine when I have a suitable text/photo/illustration package and the article fits with the content of a specific issue. I usually specify a scheduled issue on publication agreements.
- 9. First submission is on speculation.** When I respond favorably to a query from a potential contributor who has not worked with the magazine before, this does not constitute an assignment (and we will not pay a kill fee if the materials are not acceptable). A contributor new to us submits only on speculation. Payment for accepted materials is usually made upon acceptance.
- 10. We purchase first, one-time** use rights of your original materials. We then own our edited, published version. If we want to publish your material on our website, we'll contact you for those rights. You can resell your original copy/photos elsewhere after our publication of your material.
- 11. Include a short bio sentence** with your article text so that your hometown, county, and any related interest you may have in the subject can appear at the end of your article. We can place your email address in the bio, if you'd like.

Note about photos:

1. You are welcome to contribute your own photos with your articles. We may or may not use them.
2. We pay separately for images and text.
3. Let us know if you plan to work with someone you know to provide images for your approved story.
4. We like to receive many images (with different orientations [horizontal and vertical] and content) so that we can choose the images that will work best with the article and the issue in which it appears.
5. Sometimes we will include a "shot list" of the best scenes to include.