

## **VERGE MAGAZINE CONTRIBUTOR GUIDELINES**

*It is recommended that before submitting a manuscript or query, you read these guidelines carefully, and read recent issues and articles posted on the Verge website ([www.vergemagazine.com](http://www.vergemagazine.com)) to get a feel for the style and focus of Verge Magazine.*

### **Our Demographic:**

Verge is the magazine for people who travel with purpose. It explores ways to get out and see the world by volunteering, working and studying overseas. Our readers are typically young (17-40 years), or young at heart, active, independent travellers who want to do something different and make a difference doing it. Some are seasoned travellers who have seen a good part of the world. Many are contemplating overseas travel for the first time and want to do it in a meaningful way.

### **What Makes a Good Article:**

Editorial content in Verge 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.

In articles that discuss development or volunteer work, writers should 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 – on the particular region featured, the local community and the benefits (or lack thereof) of the work being done. Writers should also read past issues to ensure that those issues have not already been covered.

### **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.

We require that you inform us about any flights, accommodations, meals, etc. that were given to you free of charge or at a reduced rate as part of a familiarization or press trip. You must also tell us if you are working, or have worked or volunteered, for any tourism boards, companies or organizations related even indirectly to your story idea.

## **CONTENT DESCRIPTION**

### **Departments**

#### **For all departmental articles:**

- Sidebars providing useful resources or additional information related to the subject are strongly recommended.
- Provide accompanying photos if at all possible.
- If applicable, submissions should incorporate a travel component, and provide information on how readers can get involved.
- Article length should be approximately 800 words.

### **Worldwise**

A Worldwise article provides insight into a specific, often underreported, social, cultural or political issue in a region of the world, and how it is being addressed (either fostered if it is positive, or challenged if negative). Worldwise pieces reveal some unusual or lesser-known aspects of places.

### **Workwhere**

Workwhere articles explore the ins and outs of working overseas. In particular, we are looking for inspirational stories of people “living the dream” and taking unique paths abroad. Typically, these articles have a strong service (i.e. how-to) slant.

### **Global Classroom**

Global Classroom is about travel as education and is intended to highlight ways that education (both teaching and studying) can be extended far beyond the confines of the North American classroom. This section may also include information about learning or teaching opportunities outside of a formal classroom setting.

### **Out There**

Profiles people engaged in activities that are in some way breaking new ground, particularly in the areas of travel, the environment and/or international development.

### **Your Environment**

Your Environment articles cover specific, often underreported environmental issues throughout the world with an emphasis on people or groups who are engaging in initiatives to address these issues.

### **VolunTraveller**

Travel stories that have a volunteering component, including voluntourism trips, international development work and non-profit/charity organizations abroad. Stories should focus on responsible volunteer travel and provide insight into new or unique aspects of the field. Articles covering a particular volunteer abroad organization should discuss other organizations doing similar work for balance.

### **Feature Articles**

Feature articles run approximately 2,000 to 2,500 words in length. This is a very competitive portion of *Verge's* content—if you haven't been published in *Verge* yet, we suggest you try for the departments described above before pitching a feature. Submissions for feature articles are evaluated based on the following criteria:

#### **Unique Approach**

A *Verge* feature is not about travel itineraries, predictable tourist experiences or luxury travel and five-star hotels. “Travelling with Purpose” means learning about the culture of a place first-hand. While a feature must be informative and factually rigorous, it should also have a certain sense of drama that engages the reader and encourages him or her to read on.

#### **Subject Matter**

*Verge* features cover a wide range of topics, but often profiles a person or group of people doing something exceptional as part of their travels, or whose travels have led them to do something exceptional. Feature articles explore ways that meaningful travel contributes to a greater understanding of world cultures and issues. *Verge* features not only engage the reader; they inform and provide insight into the topic at hand. Therefore, a *Verge* feature requires doing some research.

#### **Photographs**

A feature must be accompanied by high-quality photographs. If you are unable to provide your own photos, it is important that you tell us where we can obtain quality photos to accompany your story.

#### **Sidebars**

Please include one or more sidebars showing readers how to find out more.

## PROPOSALS AND SUBMISSIONS

*Unfortunately, Verge cannot reply to all queries submitted. We will reply to your query or manuscript within 8 weeks if we are interested in your idea. Please be aware that we may have already assigned or we may be working on a similar story. **Unsolicited material, including photographs and illustrations, will not be returned without a self-addressed, stamped envelope.***

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.

**Please note: We do not take story proposals, queries or follow-ups over the phone.**

**Detailed Query:** Present us with a clear and specific idea that shows you're familiar with the magazine's content and tone. Your detailed query should include the following:

**1. Pitch**—Try to answer these questions:

- What is your article about? What message will you communicate?
- In which section of *Verge* might it appear?
- Why do you think this article will be of interest to our readers?
- What will be your specific angle or way of approaching the subject? What theme will you use to tie your information together? Most of our stories identify a current issue and then show how it's being addressed.
- What information do you already have (sources, contacts, interviews), and what additional research will you do?

**2. 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.

**3. Outline**—Tell us how the structure of the article will develop after the introduction.

**4. Photos**—Please indicate if you have photos to accompany your article or tell us how we can get professional-quality slides, high-resolution digital or print images to illustrate it. You may email a series of 5 to 15 thumbnail-sized images, along with the name of the photographer and an indication of the pixel size of the full-sized image. Alternatively, direct us to an online portfolio or mail us a CD with a few preview images. **Please note: *Verge Magazine* is not responsible for the return of, or damage to, any unsolicited slides, negatives, or photographs.**

**5. The Writer**— Tell us a bit about yourself. Let us know what qualifications you have to write about this topic. Tell us where you have been previously published and include samples of your work. Include your full name, address, phone/fax numbers and email address.

## EDITING AND PUBLICATION

The editor will notify you by email if we plan to move forward with your query or manuscript. At that time, the editor will confirm a story angle and topics to be covered, establish deadlines and offer direction about how to proceed. Usually the editor will ask to see your first draft.

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.

Editing is a normal part of the process. If major changes are needed, the editor may return the manuscript to the writer, with directions for revision. Major or minor revisions may be done by the editor, who will

consult with the writer whenever possible. Last-minute changes may be necessary without notifying the writer, often due to space limitations.

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. For this reason we do not pay kill fees.

Manuscripts accepted by *Verge Magazine* will be considered available for publication without condition. *Verge* expects first North American print rights to your work. Please inform us if any portion or concept of your submission has been previously published or is being considered for publication anywhere else in the world. This includes social networking websites, forums, blogs, etc. If you include the date of publication, circulation/web traffic and reach of the other publication, as well as their contact information, we may be able to consider your piece.

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

## **PAYMENT**

First-time contributors are paid a rate of \$0.10 (CAD) per word. This rate includes payment for any photos that accompany your piece. Regular contributors may earn more, but this must be pre-negotiated before a story is assigned. Payment, in Canadian dollars, is mailed within 45 days following the release date of the issue in which the material appears.

## **CONTACT**

### **Address submissions and queries to:**

Email: [contributing@vergemagazine.ca](mailto:contributing@vergemagazine.ca)

### **Regular post:**

Editorial Department  
*Verge Magazine* Inc.  
PO Box 147  
Peterborough, ON  
Canada K9J 6Y5