

LivingNow

To inspire, nurture, inform and empower

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GUIDELINES FOR AUTHORS – December, 2008

Before we get down to tin-tacks, please note that we get hundreds of articles a month, and can print only dozens. So, apart from the fact that it can be hard to be successful in having your article published, you will almost certainly have a long wait – sometimes even a long wait before we acknowledge your article.

If you hope to have your story published in a specific edition, it is best to send it in well in advance. It has little chance of being looked at, let alone published in that issue, unless we have it at least six weeks prior to publication date and unless you mention you have a date preference in your covering email.

To be eligible for consideration, articles need to –

- (1) be uplifting,
- (2) offer a gift to the reader, i.e., describing an exercise to try at home or a viewpoint which they can apply to enhance their experience in their daily lives (more below),
- (3) be free of ‘advertorial’ or a promotional slant, i.e., not be disguised advertising which carries a ‘barb’ such as ‘you need to come to my seminar’ or ‘you need to read my book’ (see also below),
- (4) be well written,
- (5) usually be of length 1000 - 2000 words (1500 or a little less is excellent for our purposes and is therefore our preference)

Presentation

Articles will be accepted **only by email**, preferably sent as an attachment in Word format. Please send to: editor@livingnow.com.au. Please do not use any page formatting or type solely in uppercase, and use lowercase for any sub-headings you may include.

Include your name, address, email address and phone number on the article itself (as it gets separated from your covering email). Also note on the article if you give us permission to publish it on our website – more details below.

Please include an abstract or synopsis of the article at the beginning.

Please only use one space after a full stop.

Please spell check all articles before submitting.

In the “subject” line of your email please use the title of your article and give us a few words to go on, e.g., “article on forgiveness”, or “massage story”, etc. – definitely do not say “LivingNow article” as it makes filing and finding almost impossible.

Articles must be exclusive to LivingNow and not be published elsewhere (except perhaps short-run, in-house publications). We pay a nominal fee for freelance articles published – refer below.

The editor reserves the right to select *portions* of articles submitted, in accordance with the aims of LivingNow, i.e., to nurture and enhance the growth of individuals and communities.

Consistency and factual accuracy are essential. Please ensure that you always put '(OK)' next to the spelling of each name, place or book/music/work of art every time you write it. We don't want to have to spend hours of frustration cleaning up articles.

Please provide a short (30 word) 'bio' for publication at the bottom of the article. This may simply be "Joan is a freelance writer from XX" or else it can include your qualifications and experience.

Note that we rarely allow contact details at the bottom of articles. This is a tactic that on the whole does not work for us. As a free publication, we need to ensure we make as many stories as possible pay for themselves. The way we do this is to contact appropriate advertisers. Say, for instance, you've written a story on rebirthing – other rebirthers are not keen to advertise if the writer gets his/her contact details at the end of the story.

Payment policy

Broadly, stories fall into **three** categories:

1. **Those that do not promote anyone's work, commercial interest or healing practice, etc.** We pay for these with either cash (according to the edited word count) or credit towards an ad (of the same cash value according to the edited word count). See these values in the table below.
2. **Those that are a good read and of public interest or benefit but which also promote or benefit the writer's own business such as Reiki etc.** We do not pay for these as we see this as a beneficial arrangement for both parties. The writer enhances his/her own work through publication of the article and we in turn appreciate the opportunity of publishing a good story.
3. **'Modality' articles** – *This is the exception to our non-promotional policy stated above* and we do not pay for these. Say you want to write about kinesiology:

It can be as promotional as you like, since we can get lots of kinesiologists to advertise next to the story. That way, it actually serves a group of advertisers and of course it serves the readers in keeping them informed. However, the gray area occurs when the modality is a little-known one. Over the years we've come across many people who have 'invented' a new modality – often a combination of another two. At the beginning we cannot offer to publish a modality story as, at that stage, it is still a 'one-man-show' and therefore the story is promotional and serving the needs of only that one person.

Fee schedule for stories and articles

Word Count	Payment	Ad. Credit in Lieu
2,500-3,000	\$165	\$165 off
2,000-2,500	\$150	\$150 off
1,500-2,000	\$125	\$125 off
1,000-1,500	\$100	\$100 off
750-1,000	\$70	\$70 off
500-750	\$50	\$50 off
300-500	\$32	\$32 off
200-300 (reviews)	\$20	\$20 off

For Australian writers, in order for payment to be made, please send us a tax invoice after your article is published. If you are not registered for GST, it will be necessary for you to include a Hobbyist Statement with your tax invoice. This statement simply says something to the effect that writing is a hobby for you and as such you are exempt from paying GST. A form relevant to this fact is available for download from the ATO.

Overseas writers need to invoice us, but not including GST.

What style of article?

We're the best loved magazine in this niche in Australia, and we believe that one of the main reasons for our popularity is that we do not publish promotional style articles. It can be a bit tricky to define what we mean by this, since there are hundreds of good people with good stories doing good work and they don't understand that a story about their good work is actually self-promotion.

By running 'real' stories we (i) keep faith with our advertisers, many of whom happily spend advertising dollars with us without a thought about unpaid promotion in the form of an article; and (ii) we give our readers a valuable gift. (Re (i), just imagine how annoyed our advertisers would be to see someone who's never spent a cent with us suddenly getting free promotion on the pages that they're paying for with their advertising dollars!) Having a free title, our advertisers mean the world to us.

If you believe that your story is newsworthy, and you cannot submit it to us for the reasons given above, then you could contact a mainstream publication. They have the freedom of being able to run a Calvin Klein or a Ford ad on the next page and therefore their advertisers do not suffer.

When you can use ‘advertorial’ with us

If your need is to publicise your own work, product or business, and it’s obvious that we offer the right niche for that, then we’re very happy for you to do so in story form – indeed we think it is a worthwhile and creative approach to marketing. You simply buy the display space and place the words in it as though they are a story. The word “Advertisement” will be placed in 6 point type at the top or bottom. If you’d like us to lay it out for you to see how much fits, we will be happy to oblige. On average, you can allow 800 words to a half page (including heading and photo). The Readers’ Digest have proven by their surveys that putting that word “Advertisement” at the top of the ‘article’ is not a deterrent to readers. A large number of submissions we receive fall within this category. Please contact our advertising department for rates on this type of ad.

A gift for the reader

Over the years we’ve found that when articles are written from a place of graciousness the gifts that ensue are amazing for all. If you’re writing in a generic way about your topic (i.e., the non-promotional stance we talked about above) don’t hold back on the information you give out. Even if it is in your book or in your workshop – if it’s good information it won’t suffer from retelling. And think of this: each issue we have close to half a million readers, and there’s no way they’ll all come to the workshop or read the book – so why not give them a beautiful gift. From my experience, if you get into a meditative state before writing and ask what gift you can give the readers of LivingNow, then you’ll do your best work, the readers will get something to cherish and Spirit will reward you. Finally, I’d like to share with you that as Editor of this magazine I have the privilege to hear how articles have changed readers’ lives over the years – go for it!

Poetry & ‘channelled’ material

Generally speaking, we do not publish work in these categories.

Reviews

We do not usually accept these as we have a number of in-house writers who write reviews for us.

Photographs and illustrations

Please feel free to submit these for consideration with stories. We pay a nominal fee – generally between \$20 and \$40 for internal use and up to \$200 for a cover.

Hints on style

1. First impressions count. Spend time getting your opening paragraph just right, so the readers stay with you for the whole story.
2. Vary the starting words and length of paragraphs to maintain readers’ interest. Be aware of how many times you have used one particular word in your story.
3. Have the readers participate in your story – engage as many of their senses as you can manage but not to the point of cluttering your story with unnecessary words or phrases.
4. If you need to use jargon or terms specific to your topic, then be sure to fully explain the meaning of the terms. Remember that the reader may not be familiar with concepts that you are dealing with daily; so be considerate.
5. Avoid being dry and ‘academic’. Have fun with your writing, play with the words and the reader will read on.
6. Speak from the heart to touch our readers’ lives.

Publication on our website, www.livingnow.com.au

If your article is published in the magazine itself, you may like to give permission for it to be published on the website too. Without sacrificing the initial payment we are happy to publish your website, email address or contact number at the bottom of your article. If you are going to give permission for publication on the website, please mention that in a note with your contact details at the top of the article itself – as usually the article gets separated from the covering note.

Copyright

The copyright remains your property. By submitting your article to us you are agreeing to our publishing it on the above terms and conditions and for a one-time use only. The exception to this is if you agree to our publishing it on the website as well.

Are you a non-professional writer?

If you're unsure just how well your story will be received, a good test is to have a person who is not very familiar with your topic read your story to you aloud. You can then see if they get confused, or if they stumble over poorly composed sections, or if they have to take big gasps of air at the end of segments which are too wordy or drawn out.

And finally ... a checklist before sending your article

Have you?

1. Written an article that is non-promotional and offers a gift to the reader?
2. Included on the article itself:
 - An abstract or synopsis
 - Name
 - Email
 - Phone number
 - Web publication permission
 - '(OK)' next to the spelling of each name, place or book/music/work of art every time you write it
 - Included your bio [not more than 30 words please]
3. Sent to editor@livingnow.com.au with topic in subject as outlined above?

Thank you.