

WRITERS' GUIDELINES



G Magazine is a lifestyle magazine with a difference: it is aimed at readers who are interested in reducing their ecological footprint, but without abandoning their quality of life.

They are readers who are increasingly aware of the toll human activity is taking on our fragile planet and wish to take steps to mitigate those impacts, but who may be confused by all the conflicting information. *G* seeks to help by taking an evidence-based approach to the choices we all can make to have a positive impact: from the small and simple changes, to the largest and most dramatic.

G uniquely addresses environmental concerns while showcasing the latest in food, fashion, home and garden, books, finance, travel and more. We seek to find everyday products and solutions that help our readers lower their environmental impact (options that are low carbon, low energy, low packaging, low waste, etc); or that at least are a better option.

Amongst the glossy (but recycled paper) spreads are stories about the big issues facing our planet. These are informative, well-researched pieces offering practical advice, or shining a torch onto the most contentious of issues.

G seeks to answer questions such as: What fish are sustainably harvested? Which is the most fuel-efficient car? Is organic really good for me and the environment? What would a green city look like? What happens in a world without oil? Can we generate all our electricity with solar and wind power?

More than anything, *G* strives for excellence, evidence and integrity. The environmental credentials of our stories need to be checked and re-checked. We are committed to cutting through hype, the fluff and the spin. Our readers must be able to trust *G* as a reliable source of the best information and so our writers must share our commitment to well-researched journalism.

G does not play politics, nor care about political affiliations. It looks at all the information through the prism of the environment: is this good for our planet? Will it help reduce climate change? Is there evidence it reduces our footprint? *G* is not angry and *G* is not a lobbyist: it seeks to be a trusted companion on the road to sustainability. But it is proactive in showing readers the best environmental practices and choices, so it has a level of authority about all

things green. Readers turn to *G* for answers and we strive to provide solutions and clarity, always with a view of what's best for the environment. *G* is not judgemental, but does encourage and inform readers while not pulling punches about what's best for the environment. *G* is realistic, but it focuses on the positive.

G values warm, engaging and lively writing. Stories must be articulate and conversational literary works that are about environmental issues. Accuracy is prized above all, but we would rather forego a story altogether than publish one that is accurate but dull. *G* writers are encouraged to take the time in feature stories to set a scene for our readers.

Writing should be free of technical or insider jargon, and generous with explanation and background. Where jargon is required, it must be explained. *G* is unashamedly Australian, but *G* is internationalist in outlook and not overly focussed on its home country. We see Australia in a global context.

Contributors interested in writing for *G* should submit a maximum one-page proposal describing the idea, the approach they would take, likely sources, and the possibilities for illustration and photography.

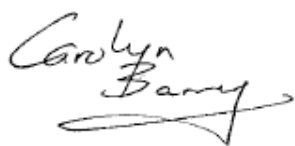
We will need to evaluate your credentials as a writer. Clippings accompanying any proposal are essential for writers with whom we have not dealt before. For first-time contributors, writing the shorter pieces around a certain topic, event or person offers the best chance for acceptance.

Feature articles are the core of the magazine. These require substantial research, many interviews and a fresh angle. The quality of the writing is as important as the idea or the topic itself. The features range from 800 words to 2,500 words in length. Payment varies from A\$400 to A\$1,500 depending on word length and level of research required. Articles in the department sections are paid on a per article basis and range from about \$150 to \$800. Where a substantive feature may involve travel or other costs, these may on occasion be covered: prior approval of the editor is required.

In the event an article is commissioned but not accepted for publication because a writer has failed to meet the brief, a kill fee of up to 50% may be paid; this is dependent on the amount of work undertaken, and whether revised drafts were attempted. Articles are paid within two weeks of the issue's onsale date and, usually, all rights are purchased.

We will consider the publication of previously published articles where they are excellent and have not been widely circulated; this is especially the case where a writer can update the work. In such instances, payment is negotiated on a case-by-case basis. When an article has been previously published, writers must indicate this and give details.

Lastly, *G* is a magazine produced by a keen and committed staff. We make an effort to treat our writers well, and we love what we do. We ask that our writers share the same level of integrity and enthusiasm for *G* that we do.

A handwritten signature in black ink that reads "Carolyn Barry". The signature is written in a cursive, flowing style with a long horizontal flourish at the end.

Carolyn Barry
Editor

All story pitches should be emailed to submissions@gmagazine.com.au. Any related queries can be directed to this same email address or +61 2 9901 6300. Be sure to include your contact details, including your location in Australia or overseas

| G MAGAZINE SECTIONS OPEN TO CONTRIBUTORS | LENGTH |
|--|---------------|
| Trailblazers: Short, inspiring stories told in first person from people, groups or companies that have managed to succeed in their quest for sustainability. These are intriguing pioneers with novel ideas/actions in the green space. | 300w |
| G People: An interview with an identity in the environment movement, or a mover-and-shaker in sustainability. Past examples include Bob Brown and Kylie Kwong. | 900 to 1,200w |
| Instant Expert: A fact sheet on an environmental issue, typically a controversial one, giving readers a rundown of what it's all about, and what the key players have to say about it. Past examples include palm oil, clean coal, uranium mining and genetically modified foods. | 600w |
| Versus: We put two competing concepts to the test and ask which one is most environmentally friendly - for example plastic versus calico shopping bags or CFL versus LED lighting. | 800w |
| General features: In-depth articles revealing new facts and dispelling myths about environmental issues. Examples include 'Climate change and health', 'What's the deal with diesel fuel?' and 'The dirty truth about jewellery'. | 900 to 2,500w |
| Department features: We run regular features, as well as how-to, DIY-style articles, in the categories of 'Home', 'Garden', 'Food', 'Kids' and 'Health and Wellbeing' (which covers beauty, fashion and the like). | 900 to 1,200w |
| Travel: We feature eco-friendly travel to wildernesses, national parks, eco-tourist resorts and sustainable cities. | 1,200w |
| By The Numbers: All the facts and figures you ever wanted to know about an environmental issue. Past examples include coal, cars, organic food and biofuels. | 500w |

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