

Submitting an Article to a Magazine

Info Sheet

At a recent seminar, a well-known author explained to a room full of beginning writers that the surest path to getting published is to be a celebrity, have a scandal, or last, but not least, become a great writer who works hard at getting the attention of publishers. Ironically, it also helps to have already been published, and magazine writing is a great place to start.

Getting an article published in a magazine, however, is no easy task, but here are certain steps that boost your chances for success.

Start with Research

- Discover the types of articles a magazine publishes to determine if they are a fit for your article (Babauta).
- Find out about the magazine's readership—Who are they? What do they like to read? You can usually find circulation data for magazine, newspapers, and journals in directories such as the Media Intelligence Center, SRDS Media Solutions, or Ulrich's Periodicals Directory.
- Become familiar with the magazine's style and voice and incorporate these in your article.

Create your Pitch

- Sell your article idea to the publisher by describing its significance to the magazine's readership and by creating an interesting hook (*Christianity Today*).
- Convince the publishers of your article's suitability for their magazine.
- Explain your qualifications for writing the article.
- Make your pitch short and to the point (200-300 words).

Send pitch to Publisher

- Follow the publisher's procedures for submitting an article pitch (usually found on their website) (*Charisma Magazine*).
- Send pitch by email (most publishers do not receive pitches by phone or physical mail).
- Wait to send your article until your pitch is approved.

Wait for Reply

- Send short follow-up email if you haven't heard back from the publisher in a week.
- Send another short follow-up email if another week passes with no word.

- Assume your pitch was not accepted if you haven't heard back in three weeks.
- Celebrate if your pitch is approved, and email your article to the publisher immediately.

Final word—don't give up. If your article pitch is not received by one publisher, try another. Rejection is part of the process. Learn from your mistakes and, by all means, keep writing.

Works Cited

Babauta, Leo. "Essential Steps to Submitting an Article to a Magazine." *Envatotuts*, 11 Sept. 2007, www.business.tutsplus.com.

"How Do I Submit a Query?" *Christianity Today*, www.christianitytoday.com/ct/help/about-us/writers-guidelines.html.

"Writer's Guidelines: Charisma." *Charisma Magazine*, www.charismamag.com/about/write-for-us.