

ourhomes

STYLE ■ COMFORT ■ IDEAS ■ REAL ESTATE

OUR HOMES Contributor's Guidelines

It is mandatory for all contributors to read these guidelines before submitting stories and/or photographs to *OUR HOMES*.

The Magazine

OUR HOMES is a premium homes, real estate and décor magazine featuring beautiful photography and top-notch writing. We currently publish in select regions of Ontario. This quality magazine is very popular and cherished by a high-income readership. It is in demand source of information on home interiors and exteriors, renovating, real estate, gardening, landscaping, building and home life. We strive to be original in style and content. This full-gloss, full-colour, quarterly magazine is delivered free of charge to thousands of homes and businesses and continues to expand through regional franchising opportunities. With an award-winning design team, national quality and unparalleled circulation, *OUR HOMES* is a growing opportunity for contributors across the province. Our goal is to expand country-wide.

Writers: The magazine offers a strong marketing slant for each region with coverage of the people, trends and issues that make each area special. This information is provided through a series of short pieces and longer features that range between 200 and 2,000 words. There are permanent *OUR HOMES* sections in each edition of the magazine. The word count for these sections is often consistent for each issue.

OUR HOMES demands accurate and lively writing that demonstrates knowledge of home building and decorating. Interviews and research are required. Stories must be inviting and interesting and provide a good read. To become familiar with our magazine and writing style, please read through a few of our issues, especially our larger Southern Georgian Bay edition -- all available on-line (click on "view magazine"). Our editors will often assign you work as it comes, but pitches and ideas are more than welcome.

Queries: Queries should be via e-mail. The query should include an outline of a page or less introducing the story idea, and explaining why the subject is timely, special and appropriate for *OUR HOMES* magazine, the direction you plan to take and the elements of the story. Writers should also include potential sources. If you have not previously written for *OUR HOMES*, please include some samples of your published work and some background information. Include your telephone number and e-mail address.

OUR HOMES Sections

People: (300 to 500 words) This section features an artisan or craftsperson who creates practical goods for the home.

Comfort Zone: (300 to 500 words) Here, we focus on a retail store that provides home comfort through products and services. This piece explains the style, unique features, mission statement, products and location of each business and includes photos.

Finishing Touch: (300 to 400 words) This section features a business that provides the “finishing touch” to any home. It could include garden gear, decorated doors or a how-to story with photos of the process. This piece includes text and photos and can be found on the last few pages of the magazine.

Feature Home: (800 to 900 words) Our feature home is a home in the region that has caught the eye of our team. We also find many feature homes through networking.

Feature Home and Builder: (800 to 900 words) Our home and builder section features a special home that has been constructed by a local builder. We also provide details of where materials and finishings were sourced locally.

There are additional sections in each edition of *OUR HOMES*. They change depending on the season and region, and are often born from brainstorming. Feel free to pitch something refreshing and interesting. We are always open to ideas.

Additional Information

Writers assigned a story with a maximum word count will only be paid up to that word count. Our Homes Media Inc. will not pay beyond the maximum assigned word count, which appears on all purchase orders.

Lead Time: The finished article must be submitted at least one month before publication. Please keep in close contact with our editors from the time you are assigned a story, to the time you send the completed version. If a story is not working out the way you planned, consult the editor before revising the plan.

Sources: Please include a source list with all assignments as editors will often need to check facts and spelling before publication. However, this should be done extensively by writers before submitting a piece. The source list should include the name, address, phone numbers and e-mail address if possible.

Visuals: Please help our creative designers and keep the visual aspects of your story in mind as you interview and visit. We appreciate information on good photo opportunities – people and places you think are particularly photogenic.

Compensation and mileage expenses: OUR HOMES Media Group Inc pays \$0.20 per assigned word for freelance writing, and, if there is travel required, \$0.40 a km after the first 60 kilometres travelled.

Second Usage: Due to the regional nature of each *OUR HOMES* magazine, all of our submissions are subject to be used in more than one published issue of *OUR HOMES magazine*, with no extra charge to OUR HOMES Media Group Inc.

Illustrators: Illustrations are \$200 per full page, \$100 per half page or smaller. Electronic portfolios should not be submitted unless requested by the editor.

Photographers: Payment is \$200 per day, with OHMGI paying \$0.40 per kilometre for travel expenses after the first 60 km. OHMGI reserves the right to reproduce, without any reproduction charge to OHMGI, any photographs for which a day rate has been paid. Photographic portfolios should not be submitted via e-mail unless requested.

Size: Photos must be at least 5 x 7 at 150 dpi.

Payment: *OUR HOMES* makes payments 45 days after publication. Please include an invoice with your submission(s), noting which magazine you were asked to work for. No payments can be issued without an invoice.

Contact Information:

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