

## 372 Writer's Market 2002

**Nonfiction:** General interest, historical/nostalgic, humor, interview/profile, new product, personal experience, photo feature, breed-specific. Special issues: Six of our 12 issues are each devoted to a specific breed of Coonhound. Treering Walker (February); English (March); Black & Tan (April); Bluetick (May); Redbone (June); Plott Hound (July), 1,000-3,000 words and photos. Buys 12-36 mss/year. Query. Length: 1,000-5,000 words. Pays \$100. Sometimes pays expenses of writers on assignment.

**Photos:** State availability with submission. Reviews contact sheets. Buys one-time rights. Negotiates payment individually. Captions, identification of subjects required.

**Columns/Departments:** Buys 6-12 mss/year. Pays \$100.

**Fiction:** Must be about the Coonhound breeds or hunting with hounds. Adventure, historical, humorous, mystery. Buys 3-6 mss/year. Query. Length: 1,000-3,000 words. Pays \$100.

**Tips:** "Hunting with hounds is a two-century old American tradition and an important part of the American heritage, especially east of the Mississippi. It covers a lifestyle as well as a wonderful segment of the American population, many of whom still live by honest, friendly values."

**\$\$\$ DOG FANCY**, Fancy Publications, Inc., P.O. Box 6050, Mission Viejo CA 92690-6050. Fax: (949)855-3045. E-mail: Sbiller@fancypubs.com. Website: www.dogfancy.com. Contact: Steven Biller, editor. 95% freelance written. Monthly magazine for men and women of all ages interested in all phases of dog ownership. Estab. 1970. Circ. 286,000. Pays on publication. Publishes ms an average of 6 months after acceptance. Byline given. Offers \$100 kill fee. Buys first North American serial rights. Submit seasonal material 6 months in advance. Accepts queries by mail. Accepts simultaneous submissions. Responds in 2 months to queries. Sample copy for \$5.50. Writer's guidelines for #10 SASE.

**Nonfiction:** Book excerpts, general interest, how-to, humor, inspirational, interview/profile, new product, personal experience, photo feature, travel. "No stories written from a dog's point of view, poetry, anything that advocates irresponsible dog care, tributes to dogs that have died or beloved family pets." Buys 100 mss/year. Query. Length: 850-1,500 words. Pays \$200-500.

**Photos:** State availability with submission. Reviews contact sheets, transparencies, prints. Buys electronic rights. Offers no additional payment for photos accepted with ms.

**Columns/Departments:** Dogs on the Go (travel with dogs), 600-700 words; Dogs That Make a Difference (heroic dogs), 800 words. Buys 24 mss/year. Query by mail only. Pays \$300-400.

**Fiction:** Occasionally publishes novel excerpts.

☐ The online magazine carries original content not found in the print version. Contact: Stephanie Starr.

**Tips:** "We're looking for the unique experience that enhances the dog/owner relationship—with the dog as the focus of the story, not the owner. Medical articles are assigned to veterinarians. Note that we write for a lay audience (non-technical), but we do assume a certain level of intelligence. Read the magazine before making a pitch. Make sure your query is clear, concise and relevant."

**\$\$\$ DOG WORLD**, The Authority on Dog Care, Primedia Enthusiast Group, 500 N. Dearborn, Suite 1100, Chicago IL 60610. (312)396-0600. Fax: (312)467-7118. E-mail: dogworld3@aol.com. Website: www.dogworldmag.com. Contact: Donna Marcel, editor. 95% freelance written. Monthly magazine covering dogs. "We write for the serious dog enthusiasts, breeders, veterinarians, groomers, etc., as well as a general audience interested in in-depth information about dogs." Estab. 1915. Circ. 61,000. Pays on acceptance. Byline given. Buys first North American serial rights. Editorial lead time 10 months. Submit seasonal material 4 months in advance. Accepts queries by mail. Responds in 6 months to queries. Writer's guidelines free.

**Nonfiction:** General interest (on dogs including health care, veterinary medicine, grooming, legislation, responsible ownership, show awards, obedience training, show schedules, kennel operations, dog sports, breed spotlights and histories), historical/nostalgic, new product, personal experience, technical, travel. Special issues: July (breed standards); February (puppy). No fluffy poems or pieces about dogs. Buys approximately 80 mss/year. Query by mail only with SASE. Length: 3,000-3,500 words. Pay negotiable. Sometimes pays expenses of writers on assignment.

**Reprints:** Send tearsheet, photocopy or typed ms with rights for sale noted and information about when and where the material previously appeared. Payment negotiated on individual basis.

**Photos:** State availability with submission. Buys one-time rights. Offers no additional payment for photos accepted with ms; occasionally negotiates payment individually for professional photos. Current rate for cover photo is \$300; inside color photo \$50-175; b&w \$25-50, depending on size used. Payment on publication.

☐ The online magazine carries original content not found in the print edition. Contact: Peggy Moran.

**Tips:** "Get a copy of editorial calendar, stay away from 'fluffy' pieces—we run very few. Be able to translate technical/medical articles into what average readers can understand. Mention accompanying art—very important."

**\$\$\$ EQUINE JOURNAL**, 103 Roxbury St., Keene NH 03431-8801. (603)357-4271. Fax: (603)357-7851. E-mail: editorial@equinejournal.com. Website: www.equinejournal.com. Contact: Pat Payne, managing editor. 90% freelance written. Monthly tabloid covering horses—all breeds, all disciplines. "To educate, entertain and enable amateurs and professionals alike to stay on top of new developments in the field. Covers horse-related activities from all corners of New England, New York, New Jersey, Pennsylvania and the Midwest." Estab. 1988. Circ. 26,000. Pays on publication. Byline given. Buys first North American serial, electronic rights. Editorial lead time 3 months. Submit seasonal material 4 months in advance. Accepts queries by mail, e-mail, fax, phone. Responds in 1 months to queries. Writer's guidelines for #10 SASE.

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**Nonfiction:** General interest, how-to, interview/profile. Buys 100 mss/year. Query with published clips or send complete ms. Length: 1,500-3,000 words.

**Photos:** Send photos with submission. Reviews prints. Pays \$10.

**Columns/Departments:** Horse Health (health-related topics), 1,200-1,500 words. Buys 12 mss/year. Query.

**Fillers:** Short humor. Length: 500-1,000 words. Pays \$40-75.

**\$ \$ \$ FIELD TRIAL MAGAZINE**, Androscoggin Publishing, Inc., P.O. Box 98, Milan NH 03588-0098. (617)449-6767. Fax: (603)449-2462. E-mail: birddog@ncia.net. Website: www.fielddog.com/ftm. Contact: Craig Doherty, editor. 75% freelance written. Quarterly magazine covering field trials for pointing dogs. "Our readers are knowledgeable sports men and women who want interesting and informative articles about their sport." Estab. 1997. Circ. 6,000. Pays on publication. Publishes ms an average of 6 months after acceptance. Byline given. Buys first North American serial rights. Editorial lead time 3 months. Submit seasonal material 6 months in advance. Accepts queries by mail, e-mail, fax. Accepts simultaneous submissions. Responds in 2 weeks to queries; 2 months to mss. Sample copy and writer's guidelines free or online.

**Nonfiction:** Book excerpts, essays, general interest, historical/nostalgic, how-to, interview/profile, opinion, personal experience. No hunting articles. Buys 12-16 mss/year. Query. Length: 1,000-3,000 words. Pays \$100-300.

**Photos:** Send photos with submission. Buys one-time rights. Offers no additional payment for photos accepted with ms. Captions, identification of subjects required.

**Fiction:** Fiction that deals with bird dogs and field trials. Buys 4 mss/year. Send complete ms. Length: 1,000-2,500 words. Pays \$100-250.

**Tips:** "Make sure you have correct and accurate information—we'll work with a writer who has good solid info even if the writing needs work."

**\$ \$ \$ THE GAITED HORSE**, The One Magazine for all Gaited Horses, P.O. Box 3070, Deer Park WA 99006-3070. (509)276-4930. Fax: (509)276-4930. E-mail: editor@thegaitedhorse.com. Website: www.thegaitedhorse.com. Contact: Rhonda Hart-Poe, editor. Quarterly magazine. "Subject matter must relate in some way to gaited horses." Estab. 1998. Circ. 5,000. Pays on publication. Publishes ms an average of 2 months after acceptance. Byline given. Buys first North American serial rights, makes work-for-hire assignments. Editorial lead time 4 months. Submit seasonal material 4 months in advance. Accepts queries by mail, e-mail. Accepts simultaneous submissions. Responds in 6 weeks to queries; 1 month to mss. Sample copy for \$3. Writer's guidelines free or online.

**Nonfiction:** Wants anything related to gaited horses, lifestyles, art, etc. Book excerpts, essays, exposé, general interest (gaited horses), historical/nostalgic, how-to, humor, interview/profile, new product, personal experience, photo feature, travel. "No 'My first horse' stories." Buys 25 mss/year. Query or send complete ms. Length: 1,000-2,500 words. Pays \$50-300.

**Photos:** State availability of or send photos with submission. Reviews prints (3x5 or larger). Buys one-time rights. Negotiates payment individually. Captions, identification of subjects, model releases required.

**Columns/Departments:** Through the Legal Paces (equine owners rights & responsibilities); Horse Cents (financial advice for horse owners); Health Check (vet advice); Smoother Trails (trail riding), all 500-1,000 words. Buys 24 mss/year. Query. Pays \$100.

**Fillers:** Anecdotes, newsbreaks, short humor. Buys 20/year. Length: 5-300 words. Pays \$10-50.

**Tips:** "We are actively seeking to develop writers from within the various gaited breeds and equine disciplines. If you have a unique perspective on these horses, we would love to hear from you. Submit a query that targets any aspect of gaited horses and you'll have my attention."

**\$ THE GREYHOUND REVIEW**, P.O. Box 543, Abilene KS 67410-0543. (785)263-4660. Fax: (785)263-4689. E-mail: nga@jc.net. Website: nga.jc.net. Editor: Gary Guccione. Contact: Tim Horan, managing editor. 20% freelance written. Monthly magazine covering greyhound breeding, training and racing. Estab. 1911. Circ. 4,000. Pays on acceptance. Byline given. Buys first rights. Submit seasonal material 2 months in advance. Responds in 2 weeks to queries; 1 month to mss. Sample copy for \$3. Writer's guidelines free.



**FOR EXPLANATIONS OF THESE SYMBOLS,  
SEE THE INSIDE FRONT AND BACK COVERS OF THIS BOOK.**

Obviously didn't familiarize herself with our publication. American Profile celebrates hometown American life and is a heartfelt reminder of what's good about who we are and the places many of us still call home. The magazine's philosophy and its range of stories easily can be found at our website at [www.americanprofile.com](http://www.americanprofile.com).

Has no relevance to this query.

Would like to know what this book is about.

Clips should have been sent with the query, to show the writer's style. That's imperative when an editor is deciding whether to give a writer an assignment.

Again, there appears to be no familiarity with American Profile, because these subjects don't fit our publication.

I can appreciate her accomplishments, but the question still remains: Can she write?

**Bad**

American Profile  
Publishing Group of America  
701 Murfreesboro Road  
Nashville, TN 37210

This letter was addressed in late January; our offices had moved in November, so the address was incorrect.

Incorrect punctuation and missing word. Didn't proof her letter. Should be 12-year-old nephew.

Ms. Davis,

I have manuscripts within your guidelines on the following subjects: The Reliable Coyote. A personal experience with a wild coyote that includes research and experiences of others. Photos are available. I Think I Can. A personal inward search involving the mentally and physically challenged (12 year old nephew) of a friend. Don't Give Up. A motivational article for writers. I Don't Have Time to Cook! An early morning alternative to on-the-go, empty calorie breakfasts for busy working people. Includes annotated food facts and recipe. Other subjects include, excerpts from my book I'm Not too Old! chronicling my solo 1,800-mile walk, swim and running odyssey during the spring of 1998 to celebrate my 55th birthday and all topics listed below.

My personal objective is to write two pieces per day, 3 days a week.

I have an already established Northeast readership.

I have a book now being final edited that will be sold on CD with pictures, in paperback, in the future translated to German and available in Braille for the sight impaired.

I have written for The Bunnvale Beacon, The Warren Grove Times, Garden State, Flemington Register, Ocean Exposure, Roosevelt Register, Native New Jersey, Passaic County Times, In-Flight Magazine, Holiday Hotels of the Northeast (in-house publications) among others.

I have written on the following subjects:

Holistic health, walking, motorcycling, canoeing, triathlon, motorcycle racing, macrobiotic diets, yoga, psychology, TV, UFOs, comedy, travel, interviews, local profiles, swimming, hunting, gardening, adventure and personal opinion. Clips are available.

I have all my own electronics for e-mail, scanning and soon digital photos. I have worked with photographers and illustrators.

I can write from a personal information base on professional athletics, the sportswoman's point of view, professional motorcycle race driver, mother of the year, New Jersey, health over 50 (or 40), adventure, independent businesswoman, human being, corporate vice president and CFO, wife, mother and poet.

Thank you for your time.

Sincerely,

Alice Amateur

Writers who familiarize themselves with American Profile and who send good, relevant ideas and good clips are the first to get assignments. This query letter had none of the above. Tossing out multiple story titles and a one-sentence explanation of each is not enough information for an editor. The old axiom, "Show, don't tell" also applies to query letters. Show me you're qualified to write for us, don't tell me.

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Dear M

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From: Meilleuremail@aol.com  
 Sent: Friday, May 25, 2001  
 To: WDSUBMISSIONS@fwpubs.com  
 Subject: Hot to Make it to the Movies-Query

At Writer's Digest  
 we like getting  
 e-mail submissions.

Dear Ms. Ramirez: This is a hot topic for our readers.

What gives a book movie potential? To many writers it's a mystery, and while good storytelling will get you a long way, knowing how to get in with a story-analyst at a film studio and what they are looking for is even better. As a longtime subscriber to *Writer's Digest* I know how-to articles are important to your readership.

Good to know she's a reader.

"How to Make it to the Movies" would be an article of approximately 1,000 words giving *Writer's Digest* readers the low down on what story-analysts at film companies do, how you can get your story to them, what common elements they find in novels that they select for movie consideration and how to make your story more appealing for the movie industry. My primary sources would include a story-analyst at Warner Brothers, who has been analyzing novels for movie potential for nearly 20 years.

My writing credits include *Phoenix Magazine*, *Cat Fancy*, *Dog Fancy*, *Pet Product News*, *American Cheerleader*, *Tribune Newspapers*, a daily multi-paper publisher in the Phoenix metro area, *The News-Register*, a daily paper in McMinnville, Oregon, and many others. In addition, I am a member of the National Writers' Union and the International Association of Business Communiators.

She's up on the industry and "who's who."

I was particularly pleased to see "How to Write a Breakout Novel" by Donald Maass in your latest issue, since his agency represents my fiction work.

If you would like to see copy from some of my other how-to articles, you can find them on my website at [www.theresameyers.com](http://www.theresameyers.com). In advance, thank you for your time and consideration of this query. I would be delighted with the opportunity to write for a magazine I have so long enjoyed as a reader.

Best Regards,

A smooth compliment never hurts!

Theresa D. Meilleur  
 Meilleuremail@aol.com  
 555-555-1212

We couldn't accept this at the time because we were overbooked in editorial, but this is an excellent query.

She's gotten my attention by being very specific; I like the fact that she jumps right in, too.

She knows we need short pieces.

This would be very helpful to our readership; it's packed with useful information.

Good source. I can have confidence this will be reliable information.

Good credentials.

## Sample Query Letter

January 15, 2004  
123 S. Basil Ave.  
Hometown, NC 27501  
jwriter@email.com  
(910) 123-4567

Mr. Greg Mitchell, Editor  
*Editor & Publisher*  
11 W. 19th Street  
New York, NY 1001

Dear Mr. Mitchell:

I want to offer you a story on a hot competitive fight developing here on the campus of Hometown University between the 100-year-old college daily, *The Barker*, and a well-financed, off-campus newcomer, *The Daily Bulldog*.

This story fits nicely into your pattern of coverage for newspaper professionals and journalism educators particularly because the competing papers are fighting for advertisers and readers both on and off campus. Sentiments are running high among those involved because the newcomer may have a financial advantage over the student paper, which has limited resources and must work within the constraints of university business policies. This is a head-on collision, and I feel the journalistic and managerial tactics employed here would be instructive to editors and publishers of all newspapers, regardless of where they are published.

This story is unique because, as you know, there are few head-to-head fights left in the newspaper industry. I am offering the story to you exclusively.

I can write to any style and length, but envision a story of about 700 to 800 words, structured around interviews with editors and publishers on both sides, and with advertisers and readers. The story would examine competition for both reader time and advertiser dollar. Already, the newcomer has gained a circulation foothold — and has forced the established paper to cut its advertising rates.

As you will note from the attached resume, I am a senior at Hometown University and thus have access to all principals involved. I am a regular contributor to our journalism school's quarterly magazine and have taken several writing courses that I feel prepare me to handle this assignment for you. I could fax this story to you within three weeks of receiving your go-ahead.

I can obtain from the newspapers, at no cost, file photos of the principal editors and publishers, and camera-ready shots of typical front pages of both papers. I can arrange for a photographer colleague to shoot action photos to your specifications for \$25 per photo published.

I will telephone you in a week to answer any questions you may have.

Sincerely,

### Some points raised by this sample:

- Demonstrate, right from the start, that you know how to do research by addressing the editor by his or her actual name, spelled accurately, not as “Dear Editor.”
- Be certain that everything else in the letter is spelled correctly and that the grammar is flawless.
- Include your home address and telephone number; also, e-mail and fax information, if available.
- Outline immediately and concisely the central thrust of your story idea — a “hot competitive fight,” in this instance (§1).
- Quickly address the question of whether your story fits into the magazine’s pattern of coverage (§2).
- Outline the story’s wider appeal as well (“editors and publishers of all newspapers,” §2). Anticipate questions likely to arise in the editor’s mind, then answer them in a manner that will sell your idea.
- Mention why the story is unique (§3) and whether you are offering it exclusively.
- Display your willingness and ability to write to requested style and length (§4). But be sure to specify what you have in mind and, once more, why the story is important.
- Attach your resume and draw attention to your single most important characteristic as a reliable writer (§5).
- Mention when you can submit the story (§5). Consider a practical time frame carefully, then tack on a week to be safe.
- Offering to arrange photos or illustrations improves your chances of a sale and may get your story better play when published (§6).
- Retain initiative for a follow-up (§7). Don’t write, “I eagerly await your response.”
- Rather than mentioning your costs or fee expectations, try to maneuver the editor into making an offer. If the fee offered is higher than you expected, take it. If it’s lower, negotiate. Your negotiating position strengthens with experience and a track record. Until then, be willing to work on “spec”.

from *Introduction to Magazine Writing* by Conrad C. Fink & Donald E. Fink (New York, Macmillan, 1994).