



FOR PARENTS • FOR COMMUNITY • FOR HEALTH

Serving Families in Butte, Glenn, Shasta, Tehama & Siskiyou Counties Since 1993

Editorial Specifications for North State Parent magazine

- Our goal is to provide positive editorial of interest to parents, grandparents, educators and others who work with children. We have an opportunity to nurture the bonds of “family” and community, and are especially interested in editorial that promotes healthy and developmentally appropriate environments for children.
- Our readers represent a variety of lifestyles and beliefs; we strive to be respectful of that diversity.
- We balance editorial content to include differing stages of childhood: infant, toddler, preschool, school-aged and teens. Our readership categories includes parents, educators, grandparents, blended families, single parents, adoptive and foster parents, social workers, business owners, teens, youth and children.

Submission Particulars

1. Send unsolicited submissions by email to editorial@northstateparent.com, unless other arrangements have been made.
2. The email subject line should include type of submission & title/topic if applicable, i.e., *Reprint Available: x*; *Article Query: x*; or *Article Submission: x*. Example: *Reprint Available: Rafting the Klamath with Children*.
3. For queries, include potential title, proposed angle/hook, a brief outline and proposed word count (for word count info see #4). Include potential interview sources for localizing your piece (if needed). We can help connect writers with local resources.
4. We typically publish both “bits” pieces of 400-500 words, and feature pieces of 600-1000 words. For assigned articles we’ll let you know the needed word count.
5. When sending seasonal pieces, keep in mind the majority of editorial is planned several months in advance.
6. North State Parent reserves the right to edit submissions used, and is responsible for article layout. While we may work with authors on pieces as time allows, we most often do not provide a final draft before printing.
7. Editorial needs to be pertinent to the geographic area we serve. Localizing articles is important; including interview comments from local resources is one way to localize. Our distribution reaches five upper California counties: Butte, Glenn, Shasta, Siskiyou and Tehama. When including resources, try to include something from multiple counties served. *Contact us about localizing; we can help connect you with resources.*
8. **Please read preferred formatting guidelines; brownie points and a warm spot in our editor’s heart for following them:**
 - a) **Submit as a Word document with an 11pt font** – Ariel is loved here.
 - **Single space text lines** • **Double space between paragraphs** • **Indent paragraphs.**
 - b) **Include a title** (a subtitle is optional), **byline** and **author’s bio** (see author’s bio section below for specs). We may alter the title, but your piece is incomplete without one.
 - c) **Include a word count for your piece in the upper left hand corner above the article title** (just the article text; skip title, byline and bio). Give sidebar word count separately. i.e., *WC 665, Sidebar WC 85*,
 - d) Keep paragraphs relatively short (but not a series of one-sentence paragraphs); we use an article style, not newspaper style).
 - e) Specific formatting: **Phone numbers:** use parenthesis for area code: (xxx) xxx-xxxx.
Websites: use “www”: www.xxxxxxx.xxx.
Single space after periods and terminating punctuation.
 - f) Avoid excessive use of exclamations (!), and definitives like “everyone knows...”

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- g) Gender references/possessives: Avoid using “he or she,” or “his/her” excessively throughout the document. It’s better to pick a gender for your subject and stick to that. It’s okay to change genders when introducing a new subject.
- h) Articles should be informative without being overly technical. A storyline and/or an interesting angle is preferred.
- i) **Please proof your work before submitting** – use spelling and grammar checks. We suggest having someone review your piece for clarity before submitting

9. Article Resources/Sidebar:

- a) A sidebar may be included with your article, such as a resource list for the topic presented. When presenting local resources, include all five counties NSP serves (Butte, Glenn, Shasta, Siskiyou & Tehama).
 - b) Due to space constraints, sidebar information/listings should be brief; include only the most relevant/quality resources to inspire readers to research further; can include both local and online resources.
 - c) Sidebar information may be formatted as a block of paragraphs, a bulleted list, or a small inset box or quote.
 - d) Sidebar information is typically considered part of an article’s overall word count; for assigned articles, double-check with NPS’s editor or publisher regarding word counts to be clear.
10. When mentioning minors: Unless you have specific permission, do not disclose full name and location of minors, for privacy reasons. When quoting, an example would be: “says Trudy, age 7, of Chico, CA.” Or, “says 7-year-old Benjamin of Redding, CA.”
11. When quoting someone, check with the person cited to be clear about how much personal information they are comfortable having disclosed by way of their name and location. It’s advisable to let the person fact-check their quote.
12. Articles with instructions, i.e., recipes or art projects, should have directions tested prior to submission.
13. If article mentions statistics or facts, please be sure your information is accurate, and please document sources.
14. Photographs may be submitted to illustrate your piece. Please send in a sharply focused, high-resolution (300 dpi) jpg format. Include photographer’s credit info if needed; be sure you have permission for use.
15. **Author’s Bio**
- a) Include a brief (max 30 words) author’s bio that relates in some way to the article you are submitting, i.e., let readers know why you wrote the article/how it relates to your life. If appropriate, humor is appreciated. i.e., *Tammy Trekker is an avid hiker and looks forward to introducing her two children to the experience as soon as they can walk without wobbling.*
 - b) Since we are a regional family magazine, if you are local, indicate your location; if you are a parent, please say so. Example: *Siskiyou County author Brenda Boeder is a mom and dedicated food revolutionary with the intention of inspiring peace one stomach at a time.*
 - c) Avoid including the obvious “freelance writer” title (don’t use “Jane Smith is a freelance writer who…”).
 - d) NSP does not publish author’s website or contact info, or mention other publications, unless by special agreement (i.e. a PR trade agreement with published book author or organization).
16. **Author’s Photograph:** Please submit a high-resolution (300 dpi) .jpg author’s headshot; a thumbnail picture of the author accompanies most author bios in our publication.
17. **Rights:** We purchase one-time print rights with regional exclusivity for three months upon publication, and with electronic rights for use at **www.northstateparent.com**
18. **Author Invoicing**
- a) Authors will receive an invoice request from us once the article has been published and we have tear sheets in hand. You can submit an invoice prior to receiving a request, but keep in mind that space limitations may require an article to be pulled during final production (we do strive to avoid this). In that event we will try to place the article in a future issue if the topic is still applicable. We pay for articles when they actually run.
 - b) Once your author’s invoice is received, payments are normally sent by the end of the month the article runs in.
 - c) Your social security number or EIN is required for independent contractor federal 1099 tax form requirements; please include that info with your invoice if we don’t already have it on file.

Thank you for your interest in North State Parent Magazine!