



## Writer's Guidelines

*California Paddler Magazine* (formerly *California Kayaker Magazine*) is a publication focused on being the resource for paddlesports information for the southwest (CA, OR, AZ, NV, and Baja). Published 2 to 4 times per year, it is distributed free through over 200 kayaking, SUP, sports, and boating outlets in the region. Every issue is also available as a free PDF download.

Our readers paddle a variety of kayaks, canoes, SUPs, etc., in a variety of conditions (recreational, white water, rock gardening, surfing, racing, etc.) and vary in skill level from just entering the sport to pros. Our readers should come away from the magazine with new knowledge of some aspect of paddling. They want to read about events, trip experiences (both local and far away), people, information on training and nutrition, etc. -- in short, information that will help them get greater enjoyment from the sport.

You are a freelancer with enthusiasm and passion for the active lifestyle, as well as experience and knowledge of the sport of kayaking. You don't have to be a pro kayaker, but you must have an eye for detail and understanding about kayaking. It also helps to be a good storyteller!

### The Specifics

Writing style - articles should emphasize the act and art of kayaking in all its glory. Previously published issues of *California Kayaker Magazine* are available on [calkayakermag.com](http://calkayakermag.com), which you should review to get a feel for style and content. Most articles are 750-1500 words in length.

Geography of Content – **The majority of the content should be directly related to California** or close neighboring areas. Articles on areas outside of this are more likely to be published if they are an area where people from California would likely go (e.g. article on Baja is more likely than one on Florida). Also more likely if a CA connection (e.g. writer of the Baja article is from CA) than if not.

Categories – following are specific categories of articles and photos we will be running:

- Paddle Experience Articles: these are articles that cover the glory of an area as experienced through a paddler's experience.
- Skills: Keep in mind that our readers enjoy a variety of styles and levels of paddlesports. Skills useful for a variety of types of paddlecraft and levels of paddler are more likely to be used than one aimed at a small target of readers. The author should be a recognized expert in what they are writing on.
- Critters: this is an article covering the appearance, range, habitat, diet, conservation status, warnings, etc. for an animal or group of animals, along with info on where one could see them by paddle craft.

- Other: Boat modification for better fit, boat building, kayaking history, or may other areas of interest to paddlers could make good articles. Feel free to run ideas past us.
- Interviews, Product Reviews, and News: these sections are generally written by California Paddler staff.

Timing – yes we have deadlines, but in most cases we don't schedule when an article will run until after we have received it and reviewed it. To often we have asked someone to write something for a specific issue only to find it come in late (or not at all). To avoid this, we don't schedule articles until we have them in.

Editing – all articles will be edited for grammar, length, and general feel. Even articles from professional writers have sometimes major edits made to them. But in general, we try to keep the same style and feel that the writer provided.

If you have a great idea or a different angle on a story, we'd love to hear about it.

## Photos

Photos are a great addition to all articles. The higher the resolution the better, but ones taken with point and shoot digital cameras can often work. If you don't have photos, but know of someone who does, please try to arrange for these photos with your article (but make clear who the owner of the photo is). We prefer to have a few to choose from (but no more than 10 – so send just the ones you think are best). We don't have time to look through your online library of gigabytes of photos to choose the ones we want.

Along with going along with articles, there are 2 special sections that require photos:

- Photos - "Center Hatch": each issue will have a center fold that contains photos that show the glory of kayaking or otherwise makes people think, smile, laugh, gasp, etc., along with brief descriptions of the story behind the photo and info on the camera used.
- Photos – Cover: Shows beauty of kayaking, and is one that would catch the eye of potential readers and make them want to pick up the magazine. Must be very high resolution!

## A word on Advertorials

Articles cannot be commercial in nature and cannot represent a sales pitch for a product, service, or company. Even just listing a company or product name in the article is frowned upon. But, writers in the industry will gain benefit through the "by-line", a sentence or two about the author. This can contain a brief description of your business (company name, what you do, URL, etc.).

## Submissions

Submit your articles via e-mail to editor@calpaddlermag.com. Microsoft Word is an excellent format to send it in.

Please also submit digital photos with the article, if possible. Photographers are responsible for getting permission from people shown. ***You must own the copyright, or have permission from the owner, to use the photo (so no just grabbing photos off the web).***

Finally - submission warrants that the work is original, created by you, and that you own the first publish rights to everything submitted. ***Articles and photos can not have been published before, nor ones that are currently being considered by another publication.*** Upon acceptance for publication, all articles are subject to editing for grammar, content, and length.

**PS - yes, we do pay for photos and articles that we publish!**