

cruising helmsman

CH writers' guidelines

Hi, thank you for your interest in submitting an article to *CH*. We are always keen to welcome new writers to the *CH* family. The best place to start is by having a look at the magazine and analysing articles similar to the one you want to write, as in style, sidebar facts boxes (specs boxes for *My Boats*), how long and how many pics and see if you think you can do something similar.



Story ideas

To discuss story ideas, email the editor, Caroline Strainig, on carolinestrainig@yaffa.com.au

If after discussion you are interested in submitting an article, you can email her a sample photo at high res to check its suitability for submission and then a draft of the story (you can do that with your initial enquiry if you already have it to hand).

High Seas and *My Boat* are a maximum of 1200 words and destination and practical features usually 2000 unless a specially commissioned story on a topic of particular interest.

Photos

For feature articles photos should be jpgs of a minimum of 750kb jpgs for downpagers and one megabyte-plus for leads. For departments such as *Waterfront* and *What's New* they can be slightly smaller, although if you intend to write for a magazine you really should be shooting high-res photos with a camera of at least six megapixels.

Hard-copy pics are fine, but they must be bright and sharp. Fuzzy happy snaps do not cut it.

The text

The text of your story should be stored as one single text only or MS Word file and contain no extraneous stuff, such as photos, as these will immediately disappear when the file is stripped for production. The photos must be stored as separate JPGs.

Obviously we don't expect you to put computer codes in, but suggested sub-heads are appreciated, and maybe even an intro. Please make sure you remember to include a four-line author's bio. People often forget this.

Also, include your captions at the end of the story and make sure the exact electronic file name or, in the case of hard-copy pics, the number on the back of the pic, is above each caption, as in:

ELECTRONIC S4020486. (EXACT NAME OF IMAGE)
Redruth's interior includes dozens of proud mementos of her early days.

OR

HARDCOPY PIC 1 (EXACT NAME ON BACK OF PIC)
Redruth's interior includes dozens of proud mementos of her early days.

Another word on captions

WE CANNOT CUT AND PASTE FILE NAMES FROM THE ELECTRONIC FILE TO USE AS CAPTIONS!!

so please help us out in this respect. We don't have the time to open each photo file, handwrite down the name, input it at the end of your story, and then try and make up a meaningful caption from almost nothing – and, after all, the person who knows the background to the photo is the best-equipped to write an interesting caption. Our production computers also read only the first eight letters of the file name, so this needs to be different for each photo. If you do not put the exact file name above the caption, we will not be able to find the photo on our system.

Via mail

The final submission, regardless of whether photos are electronic or hard copy, must be made via snail mail with a copy of the story/pics on CD – unless it is for *Waterfront* or *What's New*, in which case electronic submission is okay.

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Our server does not have the capacity to store graphics for multiple issues because it serves 30+ magazines. We also need to generate a covering letter for our accounts department and so our staff knows where to return your copy to. This covering letter needs to include your name, postal address, email and phone numbers.

Getting started

One of the best places to start if you haven't written an article before is with a *My Boat* – as it is something we all find easy to talk about.

Payment

Payment is usually within a couple of weeks of publication and is based on a page rate, generally around \$70 a page (I know, not great, but sailing mags in Oz are small), although slightly more for in-depth practical articles.

My Boats are a fun column designed for non-professional writers and payment is \$50 plus a gift from our prize cupboard.

Have a go!

Go on, have a go – we'd love to hear from you!
Any queries, don't hesitate to email or phone me.

Kind regards,



Caroline Strainig
Editor

Some examples of the finished product



Waterfront. News submissions – or even just emails alerting us as to potential stories – are welcome. Same requirements as *What's New*. We do pay for news stories – discuss with the editor.



Practical features. These can be anything from 1000 to 2000 words. We tend to use smaller pics here – step-by-step articles are particularly popular. Again we need an author's bio and headshot. Drafts and a sample shot welcome via email, but final submission must be via snail mail.



What's New, our product section. Product pieces should be a maximum of 250 words and include prices and contact details. The jpg should be at least 250kb. Electronic submission is okay – carolinestrainig@yaffa.com.au We do not pay for product submissions.



High Seas, our short feature section. Stories should be no more than 1200 words and include three pics, author's bio and headshot. JPGs should be at least 500kb. Drafts and a sample shot welcome via email, but final submission must be via snail mail. Requirements for *My Boat* are the same.



Destination features. These can be anything from 1000 to 2000 words. We tend to use fewer photos but bigger ones. Please include a mixture of people, sailing/boat shots and scenic shots. Again we need an author's bio and headshot. Drafts and a sample shot welcome via email, but final submission must be via snail mail.

final checklist

So you're about to post your story off?

Double-check you have included the following:

- A covering letter with your postal, phone and email contacts.
- Four-line author's bio at end of story.
- Photo captions with identifying file name or photo name above each caption at the end of the story.
- Relevant facts boxes and specification boxes.
- The photos meet resolution requirements and are good quality. (As a rough guide send no more than half a dozen pics for *High Seas* and *My Boat* and 20 for major features.)