

HOW WILL YOU KNOW

which magazine is right for your work?

1

RESEARCH THE READERSHIP

- How many and what people read the publication?
- What is the geographical distribution?
- Do readers engage digitally or physically?

READ THE SUBMISSION GUIDELINES

- What types of piece are accepted?
- What are the word count guidelines?
- Are there formatting requirements?
- How long between submission and publication?

2

3

INTERACT WITH THE MAGAZINE PERSONALLY

- Do you like the look and feel?
- Does all the content pique your interest?
- Can you easily find copies online or in shops?

LOOK FOR USEFUL 'EXTRAS' -- E.G.,

- Allows signposting to sources or further reading
- Provides space for author bios and contact details

4

5

EXPLORE HOW THEY TREAT THEIR AUTHORS

- What rights will authors retain?
- What are authors paid?
- How will editors interact with authors?

UNDERSTAND THE FINANCIAL MODEL

- How is the magazine funded, and by whom?
- Will there be advertisements in or near your piece?
- Is the magazine/publisher eco-friendly?

6

7

LEARN ABOUT PAST CONTRIBUTORS

- Are they researchers/scientists, professional communicators, or a mixture?
- Do they have a particular voice / perspective?
- Are certain demographics especially platformed?