About **Western Living** and **Vancouver** Magazine

**Vancouver** magazine is the indispensable playbook to Canada’s most exciting city. For over 50 years, this city’s influencers have turned to our iconic brand for insightful, informative coverage of the issues, the people, the places and the events that shape Vancouver. From in-depth reporting and analysis of the issues that matter most, to expert fashion and travel guides, reviews of the buzziest new restaurants and the best in wine and spirits, **VanMag** uncovers what matters now.

**Western Living** informs and entertains a sophisticated, active and engaged urban reader. Our distinct Western Canadian focus is centred on three pillars: home design and décor, food and wine, and travel. Stunning photography and curated content captivates our readers as they relax and enjoy the authority and inspiration of the West’s design source.

What to Pitch to **Western Living** and **Vancouver** Magazine

We want to publish stories about the things that people are excited about or talking about, trends, and news stories that affect Vancouverites or Western Canadians in some way.

Please familiarize yourself with our editorial tone before pitching. You can see digital version of the print editions here for a more detailed look at each section.

[https://issuu.com/search?q=western living](https://issuu.com/search?q=western living)
[https://issuu.com/wall2wall/docs/vancouver_magazine__october2016](https://issuu.com/wall2wall/docs/vancouver_magazine__october2016)

We are typically working months ahead of time, so if your pitch is time-sensitive, it may be a better fit for web (see below). Our editorial calendar is attached to this document for your reference.

**Regular Western Living Features**

- **One to Watch:** Profile of up-and-coming designer from Western Canada.
- **Great Spaces:** The design story behind a beautiful commercial space. Please provide a sample photo if pitching.
- **48 Hours:** Where to eat, stay and play on a weekend getaway (should be somewhere accessible via direct flight from, or a rubber-tire destination within, Western Canada). Be sure to provide a specific hook/angle for what makes this location is relevant/exciting/new/hot.
- **Wanderlist:** Five or six places to hit with a similar theme. That could mean they’re all within one location (like the best restaurants in Maui) or a variety of destinations that achieve a similar goal (like the best dark sky preserves across Western Canada).
- **Travel Features:** Could be a long-form narrative, or something more packaged, but should be somewhere accessible via direct flight from Western Canada (or a rubber-
tire destination within the West), and should be a location with some sort of food, design, or luxury angle to it. (Eg: backpacking across Europe is a no-go.)

- **Homes**: We feature entire homes, but also have special issues dedicated just to the bathroom or kitchen. Please provide scouting photos along with pitch.

**Regular VanMag Features**

- **At Issue**: 600-800 word timely story, relating to a cultural or economic trend or a political issue.
- **Show and Tell**: A photo-centric story with a timely hook, likely of a special moment or difficult-to-access view, with captions. (Eg: A mid-construction photo of the first wood tower at UBC, with annotations.)
- **Feature Story**: An in-depth investigative piece or narrative story, 1,000-2,500 words, with relevance to Vancouverites.
- **Personal Space**: Interesting people, photographed in their homes and interviewed about their space.
- **The Destination**: Where to eat, stay and play on a weekend getaway (should be somewhere accessible within one tank of gas from Vancouver; tell us what makes this place unique/now/relevant).
- **Moveable Feast**: A foodie tour of a neighbourhood (we’ve done Port Moody, but ideally it will be a few core blocks, like the area around Hastings and Nanaimo, or Yew Street).
- **Other**: We don’t regularly feature freelancer-pitched food stories, but there may be the opportunity to work in a food trend story occasionally.

**Pitching Online Content for WesternLiving.ca and VanMag.com**

Beyond the sections mentioned here that you can pitch for, we also have websites for both magazines. If you’ve got a city-centric or Western Canadian-related scoop that’s time sensitive or doesn’t fit in the mag really anywhere, let us know!

Please familiarize yourself with the website before pitching.

**Key VanMag Topics**

- Real estate issues (eg: parenting in 600 square feet)
- Policy changes (eg: reporting on how our new liquor laws compare to those across the country)
- Social/cultural trends (eg: why are young people all moving away?)
- Food trends/news (eg: poke restaurants are popping up everywhere).
- Q&As with movers and shakers (eg: a teen who’s hosting gourmet secret supper dinners, a city planner introducing micro-homes to the city)
• Current events (eg: how long are people lining up for the new Lululemon product launch; reporting on the firing of a UBC president.)
• Fashion (eg: seasonal trend reports)
• Events (eg: where to celebrate New Year's Eve)

Key Western Living Topics
• Design/architecture (eg: photo gallery home tours)
• Home décor (eg: furniture trends)
• Q&As in design/food (eg: an international designer is in town for a speaker series; a local chef just released a cool new cookbook)
• Real estate (eg: how to prep your home for quick sale)
• Food/recipes/entertaining (eg: tips for hosting an Oscars party)
• Wine/drinking (eg: how to pair champagne with food)
• Travel (eg: the best weekend getaways in the West)

Editorial Voice

VanMag
• Sophisticated, but not snobby (readers can love both up-and-coming indie artists and less-hip classics like George Michael)
• Smart, snappy writing: a cool friend who gets it
• Loves to live here (though there is room for criticism)
• Urban-oriented, city positive

Western Living
• In-the-know (readers turn to us for our take on trends, designs and designers)
• Warm and witty, not dismissive
• Aspirational but grounded (just as likely to shop at Ikea as Livingspace)

How to Format Pitches

Pitches can be directed to edit@westernliving.ca or edit@vanmag.com

We like to see a brief synopsis of the idea and why it's timely, along with some details about who you would want to interview for the story (if applicable).

Western Living and Vancouver magazine offers competitive rates for quality content, relevant to experience.
EDITORIAL FEATURES

IN EVERY ISSUE

WL DESIGN
The fascinating people, places and products from across the West, including Ones to Watch, Openings and the One-Question Interview with a new shop owner.

GREAT SPACES
A spotlight on one designer room in the home, and how to get the look.

STUFF WE LOVE
Top selects for one style of furniture every issue.

48 HOURS IN
A day-by-day blueprint for discovering the iconic, the offbeat and the intriguing in the best places in the West.

MY NEIGHBOURHOOD
The West’s best-travelled personalities tell us how to navigate their favourite destinations like an insider.

SPIRIT GUIDE
Wine and spirits expert Neal McLennan explores the history, relevancy and best bottles from his favourite wineries, distilleries and breweries.

TRADE SECRETS
Tips from Western Canadian designers on creating magazine-worthy rooms at home.
All content is subject to change and may not appear in all regional editions.
IN EVERY ISSUE

CITY
AT ISSUE | A timely take on the pressing concerns of our city, from city hall to the Downtown Eastside.

CULTURE PICKS | Michael White curates the best new music, books and theatre to check out this month.

CITY INFORMER | You ask, we answer; a deep dive into those I’ve-always-wondered queries about Vancouver.

SNAPSHOT | Award-winning photographers capture the events that bring Vancouverites together...along with stories from the crowd.

MODERN FAMILY | One big, busy, beautiful group portrait—and intriguing quotes—from a self-made community.

FUTURE OF THE CITY | For our 50th anniversary year, we’re looking into the future with this special Q&A series with top experts and futurists.

SHOW-AND-TELL | A visually driven examination of a building, space or location that has everyone talking.

TASTE
THE DISH | One plate in the city you’ve just got to try.

REVIEWS | The inside scoop on new rooms and the hottest chefs.

TASTE TEST | A panel of experts determining the very best of the city’s culinary offerings, from kombucha to ice cream.

SIPS | Spotlighting our favourite wine, beer and spirits to try this month.

MOVABLE FEAST | Mapping out the foodie options in every particularly delicious neighbourhood.

PLAY
THE DESTINATION | Local day trips and weekend excursions for the best getaways in the West.

ON TREND | Profiling the trends that are shaping the city’s style scene, from Korean tailoring to high-tech workout wear.

HOT TAKE | Style junkie Amanda Ross shares her fashion picks and fave accessories.

PERSONAL SPACE | An intimate look inside the homes of Vancouver’s most fascinating people.

THROWBACK | For our 50th anniversary year, we’re looking back and sharing a favourite image from our archives.
From the best merlot for date night, to the ultimate splurge pinot gris, to our fave cheap-and-cheerful patio rosé.

The tech world takes on fashion How the fashion scene is transforming thanks to a new generation of wearables

A day in the life: Tow truck drivers Behind-the-scenes with the people Vancouverites love to hate.

MARCH | THE WELLNESS ISSUE

• How to live forever Exploring the weird and wonderful—and sometimes actually effective!—ways Vancouverites are chasing eternal youth.
• Transcendental meditation Inner peace or another flakey pastime?
• Boat life, debunked How much does it cost to live at sea, anyway?

APRIL | THE REAL ESTATE ISSUE

• Where to live now We dissect the data and real estate trends to give you the inside scoop on up-and-coming neighbourhoods and game-changing projects.
• The best neighbourhoods Spotlighting hot spots for affordability, families, renting and more.
• How the red-hot real estate market looks from Beijing Though the city’s in a frenzy over foreign ownership, what do we really know about the other perspective?

MAY | THE RESTAURANT AWARDS ISSUE

• Announcing our 2017 winners! The results of the 28th annual Vancouver Magazine Restaurant Awards present more winning rooms, standout servers and unforgettable dishes than ever before.
• Brand new categories For 2017, Vegetarian, Brunch and Bakeries round out the list of where to eat and drink right now.
• How to open a restaurant We follow one hopeful new restaurateur as they gear up for opening day.

JUNE | THE DRINKING ISSUE

The best bars in the city We raise a glass to the best bars in the city and explore Vancouver’s ever-evolving beer and cocktail scenes

Best Cocktails Spotlighting cool new cocktails, must-try happy hours...and share our favourite hangover cures, too.

Can our provincial liquor system be fixed? And how did it get so broken in the first place?

JULY/AUGUST | THE ANNIVERSARY ISSUE

• 50 years of VanMag A look back at our half-a-decade history: gorgeous new-and-then photo essays, landmark stories and fave covers of the last 50 years.
• The future of the city Futurists imagine the Vancouver of tomorrow, and sketch out their vision.
• Exploring Vancouver with a 1997 Lonely Planet A firsthand look at how the city has changed.

SEPTEMBER | THE FASHION ISSUE

• Made-in-Vancouver looks Spotlighting pieces from designers in our own backyard
• Our 2nd annual best-dressed list Vancouverites with iconic looks we love—yoga pants allowed.
• What we wore then Taking a look back at fashion shoots from yesteryear (call it a throwback).

OCTOBER | THE FOOD ISSUE

• The definitive guide to Chinese food in Vancouver An insider’s guide to the best dim sum, fusion, hidden gems and old-school faves.
• Your dinner-crawl master plans For Chinatown, Richmond and everywhere in between.
• In the kitchen with the city’s hardest working chefs From an 80-year-old still rocking his chef’s knife to the city’s only female dim-sum master.

NOVEMBER | THE REASONS TO LOVE VANCOUVER ISSUE

• Our favourite things about this city We’re cataloguing Vancouver’s charms and quirks to write the ultimate love note to our fair city.
• Shop-the-neighbourhood gift guide Spotlighting local designers, unique boutiques and one-of-a-kind splurges.
• Best winter getaways Our guide to getting out of town for the holidays.

DECEMBER | THE POWER 50

• Our 17th annual Power 50 list The most powerful and influential people in Vancouver, ranked: the politicians, developers, activists, artists and tech gurus who shape the city.
• Hone your holiday style VanMag’s guide to the season’s most festive cocktail party looks.
• The city’s best cookies Our Taste Test judges track down Vancouver’s most delicious treats.