

For Writers: How to Pitch Vancouver Magazine

1. Please spend some time reading our print or digital content to get a sense of our tone.
2. Please make sure your pitch falls into one of our content pillars
 - Restaurants
 - Drinking
 - Shopping and Style
 - Arts and Culture
 - Urban Issues
 - Leisure and Travel
3. Consider what the best section to pitch to would be. While we can work with you to find the right format for a story, pitches are stronger when they are done with intention.
 - **On the Rise:** A profile of an up-and-coming fashion designer or product designer or artist living in Vancouver (eg: a swimwear designer working in Kitsilano)
 - **Personal Space:** A tour of one great room in a notable Vancouverite's home (eg: the home office of a popular illustrator and artist)
 - **The Disruptor:** A profile of a Vancouverite making a difference in our community, whether that's through activism, the arts or a business (eg: the people behind a cool new music venue that spotlights local talent)
 - **At Issue:** Dissecting a problem facing Vancouverites (eg: a lack of healthcare providers) and ideally identifying or proposing some sort of solution along the way
 - **Real Weddings:** Twice a year, we do a special feature on Vancouver-focused wedding content
 - **Local Travel:** Twice a year, we do a special travel feature on destinations in and around B.C.
 - **Features:** Long-form journalism or a profile piece culminating in a 1,500 to 3,000 word story.
 - **Online content:** We have a small budget for online stories as well, focused on the content pillars mentioned above.
4. Please use a clear subject line and submit to mail@vanmag.com

