

## WRITER'S GUIDELINES

Thank you for your interest in HORSE ILLUSTRATED. We hope you find the following guidelines helpful in preparing any future submissions.

**Magazine Focus:** HORSE ILLUSTRATED is directed to hands-on horse owners and riders of English and western disciplines. The magazine promotes responsible horse ownership, from providing tips to owners on better horse care and training, to alerting horse lovers about pertinent issues in the equine community. We direct our articles to the adult audience.

**Suggested Articles:** The best way to decide what type of article to submit is to look over a sample copy of the magazine, available at newsstands, tack stores or book stores nationwide. Look over more than one issue, if possible.

We need informative, in-depth, upbeat articles (limited to 2,000 words) that will help readers better care for and enjoy their horses. They may be about such topics as training (for both horse and rider), management or horse-related activities.

### What NOT to Send:

- Fiction
- Personal essays
- Tributes to deceased horses
- Poetry
- Book reviews

Please do not send breed profiles; this monthly feature is always assigned  
Series, columns and multi-part articles are assigned only to our established writers

**How to Submit:** Address all correspondence to Elizabeth Moyer, Editor, HORSE ILLUSTRATED, P.O. Box 8237, Lexington KY 40533. Enclose a self-addressed stamped envelope with all materials, and please allow eight to twelve weeks for a response. If materials do not need to be returned, we appreciate knowing that.

While e-mail makes it easy to fire off those article proposals, it is harder for us to track, evaluate and respond to these submissions, not to mention concerns with opening attachments from unknown senders. In order to give your article proposal the best consideration, we prefer to receive queries via mail rather than e-mail.

HORSE ILLUSTRATED receives dozens of unsolicited manuscripts and queries every week. The magazine accepts only a small fraction of what is submitted. Due to the high volume of unsolicited work, we cannot review or respond to any material sent to us by fax, or material that isn't accompanied by a self-addressed stamped envelope.

**Manuscript Requirements:** Manuscripts should be double spaced with wide margins. If your article is accepted, we'll also need an electronic copy of the text as a Word document that can be opened on a PC. Accepted manuscripts may be sent via e-mail.

Many great story ideas cannot be considered if we will be unable to find images to illustrate them. If specific photos will be essential to your manuscript, please indicate what photos are available to accompany your piece. It's a huge plus if you can include professional-quality color transparencies (preferred), or sharp, well-lit 35mm color prints with these types of articles. Additional guidelines are available for photographers.

**Reviewing Material:** We prefer to review completed manuscripts on speculation. However, if you would like to query us before preparing an article, you must include a detailed outline of what the proposed article will cover, including any expert resources, and sample paragraphs as well as clips that demonstrate your writing style. We do not accept simultaneous submissions, but may accept reprint material from noncompetitive publications. We require first North American serial rights in the equine industry.

**Responsibility:** We cannot assume responsibility for material submitted, but reasonable care will be taken in the handling of your work.

**Payment:** Articles are paid upon publication. Rates of payment are based on quality, not length. We pay between \$300 and \$425 for feature articles. Smaller items receive \$50 to \$100 per piece. Articles accompanied by high-quality photographs or illustrations earn the highest rates.



For new (and new to HI) writers:

The majority of our articles are assigned in advance to our regular writers. However, we are always looking to expand our "stable" of talented freelance equestrian journalists. The best way to get your foot in the door is to query with a completed manuscript demonstrating your writing ability, and just as important, an understanding of our tone and audience, and subject matter appropriate to our magazine. Once we have worked successfully with a writer on a manuscript or two, we will feel comfortable entertaining queries or assigning articles.

Because we have limited space to accept and publish queries, it can take up to a year to establish this type of relationship. We always appreciate your patience and professionalism throughout this process.

[Download the Horse Illustrated Writer's Guidelines >>](#)