

Natural Awakenings Editorial Style Guidelines

Thank you for your interest in submitting news items and articles to *Natural Awakenings*, a healthy living, healthy planet magazine serving our local holistic community. Our collective mission with this free monthly magazine is to educate readers about the latest in natural living and green living. Our mind/body/spirit-oriented audience is profiled at Lohas.com.

Each month, we share pertinent global news and interviews with national experts. We also spotlight local people, exploring their natural healthy living activities and businesses. We welcome ideas for stories as well as local article submissions, some of which may qualify for one of our departments: Conscious Eating; Fit Body; Green Living; Healing Ways; Natural Pet; Healthy Kids; and Creative Expression.

General *Natural Awakenings* writing guidelines

- Establish a **strong lead** paragraph and compelling close.
- Remember the **five Ws**: who, what, where, when and why.
- Write in **third-person** news style for briefs & most articles (them/they/those/people/attendees).
- Alternatively, for articles, use we/our/us. **Avoid** the less formal **second-person 'you'**.
- Use a clear, **logical** order for content. (Samples at NaturalAwakeningsMag.com.)
- Use **action verbs** (E.g., ABC offers; not ABC is offering).
- Use **plain language** and briefly define technical terms.
- Keep sentences and paragraphs **short**.
- Include short **anecdotes** or **case studies** to illustrate key points—then expand the focus to a wider context.
- Use strong, **genuine quotes** to aid in reader identification.
- Add **credibility** with scientific studies, statistics and updates on trends.

What we want

- We focus on **hope, healing, practical tips and benefits**. Every reader wants to know how they can personally use and benefit from this information in their life journey.
- Attribute all medical or **health claims** and **scientific study results**; cite credible, authoritative sources. List additional resources in an italicized endnote.

What we won't publish

- Depressing lists of **symptoms** and **technical details** of treatment.
- Extended, first-person (me/I/my) accounts of **life journeys**.
- Marketing or sales copy heavy on **blatant self-promotion**.

Additional Notes

- If your article has been published elsewhere, we are probably not interested.
- We may not publish your piece immediately, and cannot guarantee to later.
- Your original work will be edited to fit our magazine's style. If you wish to review edits to your submission, send it at least seven days before the deadline, and be accessible.
- News briefs and articles that the magazine originates are not subject to copy review. We'll call to check facts as needed.
- Footnote all sources cited in detail: Books and magazines need title, author, publisher, year and page number. Individuals need name, title, organization, phone, email, city and company website. We won't publish most of this, but it saves hours in fact checking. 6/3/08