

yellowstone valley YWW woman

2007-08 Editorial Guidelines

Yellowstone Valley Woman is a free magazine that strives to be the leading voice for women and women's issues in the Billings area. It is published 6 times a year and distributed sites in Billings, Roundup, Columbus, Laurel and Red Lodge.

Our editorial content focuses on every aspect in a woman's life – business, fitness, fashion, health, nutrition, cooking, lifestyle, decorating, culture and the arts. We look for pieces covering all of these issues with special attention paid to how they impact a woman's life. Human-interest stories may focus on women who have gone above and beyond in their community or whose accomplishments are worth recognizing.

Deadline is by the 20th of the month or roughly 40 days preceding the next month's issue. For questions on style, please refer to the *Chicago Manual of Style*.

Issue	Deadline
January/February	November 20
March/April	January 20
May/June	March 20
July/ August	May 20
September/October	July 20
November/December	September 20

Cover Story - 1,200 to 1,500 words

Reflects a woman in our area whose personal story is dynamic and unique. Cover story should be written to be of interest to all women, with a focus on why she's different and successful.

Enterprising Woman – 800 to 1,000 words

Focuses on a woman's involvement in starting or running a successful business. While the story naturally includes information on the business, it should not focus on the business itself so that it appears to be more of an advertisement.

Your Health – 800 to 1,000 words

Advances or shares new health information localized to the Yellowstone Valley. This information should be information that our readers can use in their own lives.

Food & Fitness – 800 to 1,000 words

Ways to include healthy food and fitness in a woman's busy life.

Taste of the Valley - Story: 600 words, recipes up to 400 words

Content includes recipes from local chefs and entries from local women. Recipes MUST be appealing to cooks of all ages and skill level.

Page Turners – 300 to 350 words per review

This section will attempt to focus on local writers who are successful.

YVW Home – 800 to 1,000 words

Home features will look at unique construction in our valley with attention to the details. These pieces should appeal to readers by showing them things they might not see in the average home. Special attention should be paid to try to involve the homeowner in these stories to add human interest.

Home Section Features - 600 to 800 words

These pieces will focus on elements of style and interest that can be included in your home as well as features pertinent to your home i.e. maintenance, financing, new developments, trends etc.

Additional Features (8-10 total in each issue) 400 to 800 words each

Each issue, our additional features will cover a variety of topics to include fashion, home improvement, gardening, personal relationships, family life, human interest, community and many others. Many of these stories can be one page in length with supporting photos or short sidebars. Contributors are encouraged to write features with the headline already in mind (i.e. 7 Family Must-Do's This Summer in the Magic City).

Photos & Words - Photos can be submitted with the piece, digital or otherwise. If they are digital, we require high-resolution images. YVW will pay \$20 per printed photo. Any photos containing children require a model release signed by legal parent or guardian. To receive a release, please contact the editor. Writers will be paid .15 per published word.

Please submit work to editor@yellowstonevalleywoman.com, as a Word Document or cut and pasted into the e-mail. Include word count, address, phone number. We reserve the right to edit for clarity, length and style.

Writers are paid upon publication, by the end of the month. Acceptance of a piece is neither a guarantee of publication nor when it will be published.

Yellowstone Valley Woman, in purchasing or assigning a story, we understand we will receive market exclusivity.