

## **Up! Magazine's Contributors Guidelines**

*up!* magazine, WestJet's inflight magazine, is a Canadian travel-lifestyle magazine designed to reach WestJet passengers each month. Dedicated to inspiring travel and enriching trip experiences, *up!* appeals to a global market that is passionate about the world. With prongs into 71 destinations and a focus on WestJet destinations in Canada, United States, Mexico and the Caribbean, *up!* explores destinations through people, places and ideas that excite us.

**What is *up!* about?** We are the go-to monthly resource for relevant, entertaining and enlightening information for leisure travellers. We cover travel-related topics that span health, business, food, drink, trends, humour and include celebrity profiles, gear reviews, technology, outdoor adventures and family matters. We grip our readers with entertaining stories full of dialogue, convincing details and local intelligence. After reading *up!* magazine, we want readers to leave knowing something new and feeling like they got a great tip from a trusted friend. *up!* is precisely that traveller who's always ready to start up a conversation.

**Who are our readers?** Many of the 1.4 million passengers that fly with WestJet every month discover us in the seat pockets of a WestJet aircraft. Forty per cent of our readers are aged 35 to 54 years old, 48 per cent are 55 and older with a slight tilt towards females. On WestJet's domestic routes, almost half its flyers are business travellers, 27 per cent earn between \$80,000 and \$120,000 annually and 23 per cent earn more than \$120,000 a year.

### **What makes an *up!* story?**

Story formats are smart, tightly constructed pieces that may range from "charticle" formats to compelling Q&As, features and profiles, infographic style pieces and destination roundups. We are seeking stories that are off-the-beaten path, that examine social trends impacting travel, that are about unusual or quirky little gems not found anywhere else. Feature stories about urban and adventure tourism are complemented by timely news, events and gear to make travel as enjoyable and exciting as it should be for both our leisure and business readers.

### **How to pitch for the magazine**

We work with long lead times of at least six months so please inform us of timely stories and events with plenty of advance notice. For seasonal stories, think a year out. If you have an idea for a summer specific feature, it's best to pitch it in the summer so if the story is accepted, we can arrange for summer photos.

Please target your query letter towards a particular magazine section and city to the respective section editors of the magazine. Visit [upmagazine.com](http://upmagazine.com) for contact info and query forms. Editors have the final say as to where and when any commissioned work runs and fees are determined on assignment. We are a multi-platform magazine so if you have ideas for related online elements, videos, multimedia components or a great idea that is better told in a digital platform, we are seeking submission ideas [here](#).

Before you pitch, read some [back issues](#) to get an idea of the section or department you're targeting. We review these pitches on a regular basis and have monthly meetings to discuss story ideas and will be in touch if we accept your pitch. If you have not heard from us in a month from when you pitch, feel free to submit your query to other publications.

All story ideas should be submitted by emailed query letter and should contain:

- No more than a one-page query letter outlining the story idea, including its angle, direction, elements and length
- The availability of photographs or other artwork to illustrate the story
- All contact information, including phone number and email address
- A detailed pitch outline
- A list of where the writer has been previously published, including examples of the published work

Unsolicited material will not be sent back without a self-addressed, stamped envelope or international postal coupon. Contributors need to inform *up!* whether or not your submission has been previously published or is scheduled to be. Contributors must also inform *up!* about any flights, accommodations, meals, etc. that were given free of charge as part of a familiarization or press trip. Writers submitting story ideas should be aware that *up!* may have already assigned a similar story.

## DEPARTMENTS

### *In the Field*

This front-of-book section is a roundup of travel lifestyle news. Topics can include design and architecture trends, fashion and style, beauty, books and other trends. This is where you'll discover gear, events, experiential adventures, new business openings in travel spots and personalities. Subject matter can range from things like great spa treatments to landmarks, events, cool new gallery openings and more. Story angles that can cover multiple destinations in round-up style pieces (i.e. top five urban hikes) are encouraged. Maximum word count for shorts in this section is 300 words.

In the Field sections can include:

**Numbers:** Stats or interesting numerical facts about an event/destination or subject (100 words)

**Out There:** This is a highlight of an activity that invites you to step out of your comfort zone. For example, rappel down the CN Tower, go kitebugging, shark diving, rock climbing, etc. The "bit" will always run with a small but strong photo. (150 words)

**Click on This:** app reviews, cool new websites, travel resources and or blogs. (100 words)

**Gear:** Review a cool new product that's new, a best buy or neat and nifty. (50-75 words)

**What to Pack/What to Buy:** Base two product picks on a destination and suggest a good travel item to pack when going there and what's a great gift/souvenir and hot product to bring back. (50 words/25 words each for captions that include descriptor, price, store, address)

**Healthy Traveller:** This is a micro look into trends and lifestyle issues that can impact and enhance a trip such as the latest in hotel health to celebrity workouts to yoga or golf getaways. It will often take the form of a two- or three-step graphic with a short intro (i.e. golf moves, kayaking strokes, stand-up paddleboarding manoeuvres). (150 words)

**Q&A:** 400-700 word Q&A with an interesting personality, prominent person or a celebrity in a WestJet destination. Think celeb Q&As, musicians, notable locals, etc. The subject provides a unique window into pop culture or a topic of wide public interest. An element of travel culture will always be there. Strong portrait style photos will accompany and interesting tidbits can be pulled into a sidebar or graphic.

**Reviews:** A short review or preview related to a timely album, performance or film/television production, book, or an artist/director somehow connected to a WestJet destination. (100-200 words)

**Resort Report:** Feature properties that are intriguing, news-making hotels, inns and guesthouses. Details can focus on their history, owners and inspiration. Independent, funky, boutique hotels will be given preference. This is compromised of a summary description and three different highlights. 300 words.

### ***Brief Case***

This article is a one-page brief profile of an interesting (iconic to emerging) business figure. The Q&A-style profile should offer insight on their job, industry and how they travel on business. This is also a platform to talk about their new business ventures or projects. Writers should be prepared to help arrange timing for a photo shoot as part of the assignment. (650 words)

### ***On the Ground***

This is an insider's look at a particular area, neighbourhood, district or city within a three-hour drive of a WestJet destination. It is formatted as a collection of activities, attractions and untapped adventures in that area. It's not meant to serve as an itinerary but more of an overview of a particular area and its restaurants, accommodations, activities, attractions and more. The focus is an illustrated map and points on the map can be themed.

Includes a 250-word intro with 6-7 point highlights at 50 words each. The story is accompanied by a themed sidebar of your choice but should be 4-5 things (not related to the map). Writer must also provide a Google map with plotted points when they submit as this will be used as a reference for the map illustrator.

### ***Eat + Drink***

This is a collection of short food and drink stories. It's where you'll discover regional dining, food and libation trends, celebrity chef profiles, local restaurant reviews, highlights about travel eats and more. Word counts can range from short 75-word blurbs to 300 words.

Eat + Drink sections can include:

**Food Trend:** Highlight a dining, ingredient, food or drink trend that's changing the culinary world and showcase restaurants in the WestJet universe which have their own unique take on it. (eg. Food trucks, gastronomy, bacon, offals, airport food, etc.) 250 words

**Short Bites:** Food events, festivals, courses, spots and quirky food news tied to destinations or individuals. (75-100 words)

**Behind the Bar:** Feature a trend, tip, signature drink or favourite drink spot with a mixologist or a few bartenders. (125 words)

**Q&A:** Feature a personality who's making an impact on the food scene in their particular destination. They can be chefs, restaurant owners, TV food personalities, pastry experts etc. We will always try to include a sidebar of where they eat in their city, throw to a recipe online and or give a list of their favourites in a sidebar.

### ***By the Seat of my Pants***

This is a signature page that is the last page of the magazine. It's a quirky, first-person travel tale. Sweep, colour, drama, scene, conflict and a distinctive voice are keys for this section. (600 words)

## **FEATURES**

### ***Ultimate Guides***

We have six Ultimate Guides a year which are beefy themed packages which are definitive in scope and carry those issues in terms of size and scope. They will include roundups, interviews, gear pages and shorter news elements related to the topic. Online elements will run year-round to support these guides.

Ski-December

Romance-February

Golf-April

Family-June

Sun Spots – September

Spa - November

### ***Feature 1 (Narrative)***

For our longer, provocative narratives, we want stories that immerse the reader with a first-hand experiential journey that captures the essence of a destination, a trend or a celebrity. We are always on the hunt for compelling storytelling that offers a narrative arc, conflict, people and a strong sense of place. The tone may be that of a personal essay but it should offer a unique perspective on a WestJet destination that has service elements (either weaved in the story or in sidebars) for other travellers to be able to “replicate” the experience. It can be the result of an in-depth interview with a celebrity who resonates with our WestJet passengers, someone who adds a cultural element to the contemporary conversation. The personality should have a natural/authentic link to travel beyond the obvious angle that examines where they vacation. Sidebars, maps, and a service DIY section typically complete these features. (1200 words)

Updated Dec 5, 2011

***Feature 2 (Roundup)***

This service-style feature should be focused around a theme (i.e. adventure and active travel, food, etc.) or adds something to the social currency of a travel-lifestyle conversation that is rippling through today's market. These stories should explore multiple destinations—both geographically and emotionally. We don't want to duplicate what you can read elsewhere. Include businesses or sidebars that are useful for a reader looking to undertake similar trips. (800-1000 words)