

# westernliving

HOMES + DESIGN FOOD + WINE TRAVEL + LIFESTYLE

## GUIDELINES FOR WRITERS

Our mix of homes, food, travel and lifestyle coverage—with sourcing and service information that’s specific to the west—is unique. (Though to get a feel for what inspires us, you might look at *Dwell*, *Travel + Leisure*, *Food + Wine* or *Wish*.) Currently, 10 times a year we publish regional editions in Victoria, Vancouver, Edmonton, Calgary, Winnipeg and Regina/Saskatoon: Think of each regional edition as a sandwich with the same filling (features), different bread and condiments (local ads and content).

Our tone is warm, friendly, fun and above all very real. We are like a helpful, trustworthy and responsible friend who guides our readers’ lifestyle decisions. The insider information and service we provide is smart, authoritative and connected, creating a strong sense of community throughout the West. Our articles are forward-thinking, thought-provoking and engaging. We’re passionate about living well in the West: Join us!

## DEPARTMENTS

*Frontier* is our front-of-book section. Short write-ups (75-100 words each) capture city and regional trends in design, food and travel; bookmark notable events; and chronicle work by innovative Westerners (like 100 words on a Western Canadian designer, CD/book/movie/TV show, or artist), always focusing on what’s new and noteworthy that month. Tell readers how to get, try and buy the latest goods and services in their local markets and connect them to other new things worth celebrating across the West through regional sourcing. Your insider perspective comes from being “on the ground” and tapped into the current scene.

*Frontier* features longer service articles on specific topics like Design, Food, Style, Wine and Travel (500-900 words, with a service sidebar). They round-up topics of pan-Western interest (ranging from where to find house-cured ham to the season’s hottest style trends to where to travel next) and act as “cheat sheets” for our readers to tear out and take with them to get, try and buy our recommendations.

*Home and Garden features* (600-800 words, plus sidebars) should be just that: stories about homes. Tell us who lives there, what happened, why and how they did what they did in their house (vacation home, condo, outdoor living space). Bear in mind that readers look for tips as well as inspiration. Pull out creative ideas and design details readers could apply to their own homes, as well as sidebars on special features of the home such as innovative materials, eco-strategies, space-saving details and the philosophy of the architect, designer or owner. Or tell us a

design story, a highly visual and significant new movement in Western Canadian design.

*Food* features cover pan-Western food trends (found in two or more of our urban markets) and say something new about how we eat in the West today (1,200 to 2,000 words). Show pride in Western products and innovators, quoting them as experts and resources. Include rich information on local and regional products and include service (such as restaurant and stores listings) and recipes so readers can try and buy our suggestions. “Eat-ertaining” is a pastime we love and well-rounded entertaining stories are meaty features.

*Travel* features take our readers to upscale destinations in all the areas—Western Canada, Western U.S., the West Coast, Pacific Northwest, the Southwest, Mexico, Hawaii and the Pacific Rim—where Westerners gravitate. Your authoritative, first-person, experiential travel narrative (1,200 to 2,000 words, plus sidebars) should have lots of sensory details, creating a sense of place that makes the reader want to go there now. Uncover a new getaway or explore an established destination from fresh, unexpected angles. We look for insider, locals-endorsed information: off-the-beaten-path experiences you can’t find in any guidebook.

## **2008 EDITORIAL LINEUP**

Here are a few of the themes that will be leading our 2008 issues. We are always looking for good ideas, in all of our lifestyle areas of coverage, year-round.

E-mail *Homes + Gardens* queries to Anicka (aquin@westernlivingmagazine.com); scouting shots appreciated. Send *Frontier* queries to Neal (neal.mclennan@).

*Travel + Lifestyle*, *Food + Wine* feature ideas go to Charlene (charlene.rooke@).

*January/February* Dream homes • *March* Kitchens and baths • *April* Renovations • *May* Western Canadian travel  
*June/July* Cabins and Cottages • *August* Renovations • *September* Western Designers of the Year •  
*October* Food and Wine • *November* Sun Destinations • *December* Holiday Entertaining

## **READERS**

*These statistics are taken from PMB 2006, English-speaking adults 18+ • Read 10x/year by nearly 800,000 people from Victoria to Winnipeg • Breakdown of readership is 51% BC, 32% AB, and 17% SK/MB • 52% female/48% male (hopefully growing to approximately 60% female) • 85% own a home • 71% are married • 68% more likely than the average Canadian to have a bachelor’s degree or better (35% of our readers) • 50% more likely to be managers/owners/professionals/executives (35%) • 80% more likely to have a personal income of \$75k • 37% have children under 18 (slightly below Canadian average) • 48% more likely to drink wine (66% more likely to pay \$20+ for it) • More than twice as likely to do yoga • Almost 50% garden • 21% play golf (37% more likely than average)*