

# westernliving

HOMES + DESIGN FOOD + WINE TRAVEL + LIFESTYLE

## GUIDELINES FOR WRITERS

We're passionate about living well in the West: Join us! Our mix of homes (50 percent), food and wine (25 percent), travel and lifestyle (25 percent) coverage—with shopping and service information that's specific to Western Canada—is unique. (Though to get a feel for what inspires us, you might look at *Metropolitan Home*, *Dwell*, *Travel + Leisure* or *Food + Wine*.)

We speak to an audience of educated, upscale readers across the West (details at end of document). Currently, 10 times a year (combined January/February and July/August issues), we publish regional editions in B.C. (Victoria and Vancouver), Alberta (Edmonton and Calgary), Saskatchewan and Manitoba (Winnipeg, Regina and Saskatoon): Think of each regional edition as a sandwich with the same filling (features), different bread and condiments (local ads and content).

Our tone: we are like a trustworthy and in-the-know friend who guides our readers' lifestyle decisions. The 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.

## DEPARTMENTS

**The Goods** is our front-of-book section. Short write-ups (25 to 50 words each) capture city and regional trends in home design and decor, shopping, food and wine, and travel, focusing on what's new and noteworthy that month. All items are object-oriented, and should be attractive and design smart. Tell readers how to see, try and buy the latest goods and services in their local markets and connect them to other great things worth celebrating across the West through regional sourcing. Your insider perspective comes from being "on the ground" and tapped into the current scene.

**The Goods** also includes 1-2 page service articles on specific aspects of Travel ("Dispatches"), Food ("Eats"), Wine ("Drinks"), Design ("Style") and other lifestyle areas (500-800 words, including a service sidebar). They round-up topics of pan-Western interest—ranging from where to find house-cured charcuterie to Western Canadian body and skin care products to the season's new hotel and resort openings to hot new neighbourhoods in frequent-traveller cities—and act as "cheat sheets" for our readers to tear out and take with them.

**Homes and Design service pieces** (400 words in photo captions) are based around one particular object found in the home—fireplaces, lighting, bath fixtures, paint, etc.—and serve as a "what's new" go-to source for readers searching for the great piece to add to their homes. These are visually driven and start with the items themselves, which should include a wide array of styles (modern, traditional, transitional) and price points (from Ikea to B&BItalia), and should be available to readers across the West.

**Homes and Design features** (500-700 words, plus photo captions) should be just that: narratives about homes. Tell us who lives there, how they designed their space and how they use it (vacation home, condo, outdoor living

space). We look for a range of design and architectural styles, from romantic and traditional to eclectic and modern, always with the upscale reader in mind. Our readers look for tips and inspiration, so we seek creative ideas and design details readers can apply to their own homes, as well as sidebars on special features of the home (from innovative materials to eco-strategies to space-saving details) or the esthetic of the architect, designer or owner.

**Food features** cover Western Canadian food and dining and say something new about how we eat in the West today (750 to 1,000 words). These vary from chef profiles, to a focus on specific ingredients or cooking techniques, to dining trends, to entertaining how-tos. We take pride in showcasing Western products and innovators, quoting them as experts and resources. We 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. These stories always have a wine or spirits pairing component.

**Travel features** take us to upscale destinations in all the places—Western Canada, Western U.S., the West Coast, Pacific Northwest, the Southwest, Mexico, Hawaii and the Pacific Rim and even Europe—where Westerners gravitate. Your authoritative, first-person, experiential travel narrative (700 to 1,200 words, plus service sidebar) should have lots of sensory details, creating a sense of place that makes the reader want to go there *now*. Include a lifestyle angle—from culinary tourism to golf to wellness—tailored to our readers' interests. We look for insider, locals-endorsed information, *not* the kind experiences you can find in any guidebook.

## 2012 EDITORIAL LINEUP

Here are a few of the themes that will be leading our 2010 issues. We are always looking for good ideas, in all of our lifestyle areas of coverage, year-round. We work 6-12 months in advance:

**January/February** Dream houses; lighting • **March** Kitchens and appliances • **April** Bathrooms; Tiles and Counters • **May** Outdoors; outdoor furniture • **June** Renovations; flooring and cabinets • **July/August** Organization and bedrooms; paint and wallpaper • **September** Designers of the Year; fireplaces • **October** Furniture and decor; sofas • **November** Holiday homes; holiday decor • **December** Decor trends for 2011; home electronics

## READERS

These statistics are taken from PMB 2008 • Read 10x/year by 615,000 adults 18+ from Victoria to Winnipeg • Breakdown of readership is 51% BC, 32% AB, and 17% SK/MB • 51% female / 49% male • 83% own a home and 9% own a vacation home • 66% are married • 31% have a bachelor's degree or better • 31% are managers/owners/professionals/executives • Average household income is \$86,436 • 41% drink Canadian wine • 62% have eaten in a fine dining restaurant in the last year • 50% garden • 27% play golf • 40% traveled by air outside of Canada last year (67% more likely to spend \$5k+ per trip)

## CONTACTS

**Homes and Design** queries to Anicka Quin (aquin@westernlivingmagazine.com); scouting shots required.

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**Goods** queries to Stacey McLachlan (smclachlan@westernlivingmagazine.com)