

# VERVE | Writers' Guidelines

## Who we are

*Verve* is Western North Carolina's smartest women's magazine. It provides an in-depth look at women in the arts, business, cultural affairs, fashion and design. The magazine is both playful and practical, delivering provocative news and trend stories as well as savvy advice.

## Our audience

We address our readers as intelligent, sophisticated and curious. Published bimonthly, the magazine is distributed widely at upscale retail locations in the Asheville area, such as art galleries, spas, furniture stores, antique shops, designer's studios and more. An additional 1,000 issues are mailed to prominent local women.

## Inside *Verve*

*Verve* is comprised of features and departments. Feature articles tell the stories of remarkable local women who travel, create art, run their own businesses, cook, sing and continually reinvent themselves. Features can range in length from 500 to 2,000 words. Departments articles, generally 500 words or less, cover trends in entertaining, food, fashion and current events. While our stories may play off the national news, they must have a local angle.

## How to write for *Verve*

We do not accept manuscripts, but we are happy to consider a well-developed idea expressed in a query letter. A good query letter should:

- Reflect that the writer knows the magazine, its subject matter and its style.
- Present a new story uniquely suited to *Verve*.
- Present a fresh angle on a traditional topic.
- Present the idea concisely, and in an arresting manner.
- Include the writer's bio and clips of published work.

- Be well-supported but relatively brief. Please include relevant research (statistics, studies, links to news stories) to show why Asheville-area women will find your story interesting and current. But please be succinct! If we like the idea, we'll be in touch to help develop it into a longer piece.

**We do not accept queries from writers who are paid by another source to write promotional material for business clients.**

### **Assignments**

An editor will contact the writer within three months if *Verve* decides to pursue a story. Specific story angles, length, fees and deadlines will be discussed at that time. Payment is made within 30 days of publication.

Note: If *Verve* accepts your story idea for publication, it is unacceptable to pitch it to another magazine within one year of the story's publication date.

### **Submissions**

The writer must verify any and all facts within a story, and all stories go through an independent fact-check before publication. Therefore, stories must be submitted with documentation, which should include the following:

- **Primary sources:** A list of contacts with phone numbers, plus writer's notes and/or audio tape recordings of relevant interviews. Note: Interviews should be conducted in person or over the phone, not by email. Lifting a "quote" from an email is unacceptable, though gathering other story information electronically is fine.
- **Secondary sources:** Articles in newspapers, magazines, books, and online. You must submit any articles or photocopies of the articles used to write your story. These should include the name of the publication, author and date. If you used a book, photocopies should include the title, author and page number. If you submit the whole

book, you must indicate page numbers. If you used information from the web, you must include printouts of web pages, including URLs.

- **Annotations:** You must also submit an annotated version of the final story, which indicates to the editor where the information comes from.
- We ask that you be available during the production process. If you or your sources are headed to Tahiti right after you turn in your story, please let us know!
- Please suggest one or two headlines for your piece, as well as ideas for sidebars, tips and how-to's. We may also ask for suggestions about photos or graphic content to accompany your story.

### **Editing**

Verve reserves the right to edit articles on the basis of length, style, or anything else that impacts how the story fits the style and substance of the magazine.

### **Sending stories**

Email queries to [jess@vervemag.com](mailto:jess@vervemag.com). Please put "query" in the subject line.