

Pitching guidelines for A Better Place Journal

CURATORS OF GOOD THINGS

A Better Place is an ethical consumer guide that functions both as an online magazine and a carefully curated product listings website. Our aim is to show the curious individual how 'ethical' shopping and lifestyle can be mainstream, accessible, and attractive, and to show them that they have the power to make a positive impact on the world through the everyday things that they buy and their daily habits.

Our target readers are predominantly young professionals, a mix of male and female, that live globally but mostly in England/Europe and the USA. They are looking for an empowering, stylish, and grounded read that is practical and informative, as well as providing food for thought and debate.

The website has 7 different sections, each with different focus:

'The Kitchen Sink' (cleaning)

'The Pantry' (food and drink)

'The Desk' (technology, stationary, banking, green energy etc.)

'The Wardrobe' (split into four sub sections: 'Wardrobe – Ladies', 'Wardrobe – Gentlemen', 'Accessories – Ladies', and 'Accessories – Gentlemen')

'The Bathroom Cabinet' (beauty, hair care etc., split into three sub sections: 'Ladies', 'Gentlemen', and 'Makeup')

'Objects of Desire' (home-ware: linens, candles, cushions, etc.)

'The Nursery' (toys, baby/children's clothing and products)

Each section will have relevant articles exploring issues in that theme, as well as a listings section with links to a comprehensive range of products and brands that we recommend and further information about each product.

Want to pitch an article?

Articles will generally relate to a section, but sometimes we will post a particular article in several sections if the content overlaps – or even, if the content applies more broadly (e.g. fair trade/good working conditions in general, not just specifically in fashion), it can be posted in all the sections.

We will generally try and keep the article length to around **800 words on average**, although we can run the occasional slightly longer piece to about 1000 words if it is accessible and interesting enough on a more meaty subject. In general, though, it is a good discipline to limit the word count and edit down content to be tight and succinctly expressed. Reader's attention spans are more limited when reading online content.

The visual side of the website is also very important, so if you can think about how your piece would translate to images (photography, illustration) and even video content, that would also be a bonus. You do not need to provide images for your piece generally, though (unless it is a DIY or another image-led piece), as our Art Editor will assign images to articles separately.

Our spelling and grammar is covered in a separate style guide document: we have created a mix of American and British grammar and spelling that we think will maximise our reader's ability to understand what we're talking about. In general, though, we are favouring British English norms (we're hoping the Americans will think it's fun and 'quirky!').

Articles will consist of a mixture of interviews, opinion pieces, recipes, guides, photoshoots (fashion and lifestyle inspiration), DIYs, and news on relevant topics and themes.

We will keep the tone of all of our articles respectful with a healthy dose of humility, even when we have strongly held opinions. Issues are complex and we will constantly be learning, and we want to avoid a preachy and off-putting tone.

We will not dumb down content, and will not shy away from covering difficult subjects (e.g. fur, meat eating, different perspectives on fair trade and what that might mean in different contexts, fracking and what green energy might mean...), but we wish all our writers to remember that we are trying to make all of these subjects accessible and jargon-free. Above all, they must be well-written, and interesting.

As far as possible, we want to keep all of our content free from political and religious affiliations.

Style and tone must be inclusive, approachable, and non-judgmental, and it is important that all pieces are balanced and very well-researched, always providing links to sources.

Writers will always need to bear in mind that they are writing for laymen, especially where writers are experts in a particular field, so we will be making every effort to keep writing jargon-free. Don't assume everyone will know what certain specialist terms mean – always favour clarity of expression.

Our readers will be a mixture of vegans, vegetarians, and meat-eaters, and will be different levels of committed to an "ethical" lifestyle. (It's also good to bear in mind that "ethical" is an undefined term that means a lot of different things to

different people, and part of our mission is to discuss its implications in the articles that we publish.)

We will not publish as many opinion pieces as the other pieces, but if you have a strong idea for an opinion piece, do not hesitate to pitch it: if there is a timely element to it, or a news hook, all the better.

Pitching an idea starts a conversation with our editorial team: we will work with writers to tweak style and content to make sure that everything we publish will be highly readable and useful for our readers.

We are so grateful for your time in pitching, writing, and working with us to create high-quality articles for *A Better Place*. We will promote your work far and wide, and greatly appreciate your time and hard work. We will be working hard towards a future where we can pay contributors for their work.

Ultimately, we would like to publish one new piece a day during the week, so five new articles a week. To start with, however, we will aim for around **two a week**, from different sections (meaning that **each section posts approximately once a month**).

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A BETTER PLACE