

Natural Awakenings Editorial Style Guidelines

Thank you for your interest in submitting news items and articles to Natural Awakenings, a healthy living, healthy planet magazine serving our local holistic community. Our collective mission with this free monthly magazine is to educate readers about the latest in natural living and green living. Our mind/body/spirit-oriented audience is profiled at Lohas.com.

Each month, we share pertinent global news and interviews with national experts. We also spotlight local people, exploring their natural healthy living activities and businesses. We welcome ideas for stories as well as local article submissions, some of which may qualify for one of our departments: Conscious Eating; Fit Body; Green Living; Healing Ways; Natural Pet; Healthy Kids; and Creative Expression.

General Natural Awakenings writing guidelines

- Establish a strong lead paragraph and compelling close.
- Remember the five Ws: who, what, where, when and why.
- Write in third-person news style for briefs & most articles (them/they/those/people/attendees).
- Alternatively, for articles, use we/our/us. Avoid the less formal second-person 'you'.
- Use a clear, logical order for content. (Samples at NaturalAwakeningsMag.com.)
- Use action verbs (E.g., ABC offers; not ABC is offering).
- Use plain language and briefly define technical terms.
- Keep sentences and paragraphs short.
- Include short anecdotes or case studies to illustrate key points—then expand the focus to a wider context.
- Use strong, genuine quotes to aid in reader identification.
- Add credibility with scientific studies, statistics and updates on trends.

What we want

- We focus on hope, healing, practical tips and benefits. Every reader wants to know how they can personally use and benefit from this information in their life journey.
- Attribute all medical or health claims and scientific study results; cite credible, authoritative sources. List additional resources in an italicized endnote.

What we won't publish

- Depressing lists of symptoms and technical details of treatment.
- Extended, first-person (me/I/my) accounts of life journeys.
- Marketing or sales copy heavy on blatant self-promotion.

Additional Notes

- If your article has been published elsewhere, we are probably not interested.
- We may not publish your piece immediately, and cannot guarantee to later.
- Your original work will be edited to fit our magazine's style. If you wish to review edits

Word Counts and Deadlines

News Briefs and Health Briefs

50-250

Deadline: 10th of the month prior to publication

Calendar (format as follows)

Date. Time. 25 word discription. Contact info.

Deadline: 15th of the month prior to publication

Articles

500-1000 words

Deadline: 10th of the month prior to publication

(Reserve your space in advance to guarentee placement. We usually fill up a couple months in advance)

How to submit

Email your editorial (or questions) to Publisher@AwakeMadison.com