

Contributor Guidelines

HOLIDAYS FOR COUPLES



WHO IS THE *HOLIDAYS FOR COUPLES* READER?

81% of purchasers are female, the greatest influencers with the holiday/travel market. Nearly 50% are planning a honeymoon, while the other 50% represent Empty Nesters and professional couples. 85% are double income no kids. Readers plan everything from an overseas trip (or two or three!) to several weekends away and short breaks, from one edition alone.

Australia represents most of the distribution area, but *Holidays for Couples* is also available in New Zealand and Singapore, as well as other Asia Pacific destinations, via our luxury advertisers who choose to display the magazine at their resort.

A FEW POINTS TO CONSIDER:

Below are our guidelines, but please keep in mind that *Holidays for Couples* is only published twice every year. So, while we come across articles every day that we would love to feature in the magazine, we unfortunately have to be very selective. Criteria for acceptance of an article is based on several factors, including reader surveys, feedback from our web site (search strings give us up to the minute ideas of what the public is looking for) and industry feedback.

Holidays for Couples does require a fact file to accompany every article. An example* is included at the end of this document, but generally we require information on: getting there, climate, currency and exchange rate, visa requirements and health.

Our readers are strictly couples, so while we do not want over the top romantic (fluffy!) editorial, we do need you to keep this in mind when pitching ideas. While they tend to love luxury and all the usual clichés (winning, dining, palm trees, beaches and cocktails), there are readers who do like to get off the beaten track and do something a little different. If you have an adventure story idea, we'd love to hear it, but be sure to tell us how you plan to tailor this to the couple's market.

Good photography support will definitely be looked upon favourably. Please see the information regarding images at the end of this document, and most importantly, note our request for clear captions. If sending more than one disc, give us an idea of what we can find on each one. Of course, anything less than 300 DPI is useless to us.

MAGAZINE STRUCTURE AND FEATURES YOU MAY WISH TO SUBMIT AN IDEA OR ARTICLE FOR:

Globe Trotting - A tid-bit feature, full of great travel tips on where to eat, what to wear, where to stay, what to do while experiencing this great world of ours. Information is sourced from travel writers and media releases. Strictly an overseas (outside Australia) focus.

Guidelines for submissions:

Please submit 100-200 words on any restaurant, hotel (no less than 4 stars please), activity or tour etc... *Holidays for Couples* will contact you, should we decide to run your piece. Payment is our standard 40c per word. Please give contact details or directions for the reader.

Spa Focus - A firsthand review of a spa treatment from a RESORT spa. Please try and remember our readership (couples) with the angle. Any couple's package offered by the spa should be mentioned, along with contact details, at the end of the piece.

Guidelines for submissions:

250 words plus contact details. Must supply name of PR person so magazine can contact for photography support. Payment is our standard 40c per word.

Australia Files - Similar to Globe Trotting in its tid-bit format, Australia Files is designed to update the reader with restaurants, special events, hotel/resort openings etc... Submission guidelines the same as Globe Trotting.

FEATURE ARTICLES (generally 1200 - 2500 words):

Each edition of *Holidays for Couples* is very comprehensive - 224 pages, with a strong editorial to advertising ratio. We generally like to include at least one article on a destination from: The Americas, Europe, Indian Ocean; at least one, and often two, articles on a destination from Asia or the Pacific Islands; up to four Australian destinations are required each issue.

Once the idea/destination is agreed upon, an official commission will be given, detailing deadline date and word count.

PAYMENT:

Holidays for Couples pays 40c a word.

Photography is paid according to scale:

- \$30 for anything less than a 1/4 page
- \$40 for 1/4 page
- \$50 for larger than 1/4 but less than 1/2 page
- \$60 for larger than half page but less than full page
- \$100 for full page
- \$160 for double page

IMPORTANT IMAGE INFORMATION:

- Images must be supplied as high-res TIFFS or Jpgs on CD, scanned at 300 DPI and be NO smaller than a half page
- All images must be supplied with captions - a good idea is to number them, and then supply a list of numbers with the caption detailed
- If sending more than one disc, please mark on the discs or an attached letter what can be found on each

PLEASE NOTE:

Stories may appear on *Holidays for Couples* web site. All stories are accepted on the condition that *Holidays for Couples* receives first Australian rights. Please advise name of publication and release date if story is to appear elsewhere.

IMPORTANT INFORMATION FROM AUSTRALIAN TAX OFFICE:

If a writer or photographer does NOT have an ABN, Graphic Publishing has to withhold 48% of payment, with the writer or photographer then having to claim this back at the end of the financial year. As such, be sure to include your ABN on any invoice. This does not apply to residents of another country.

For more information, please email Tanya Joslin at: tanya@holidaysforcouples.com.au

*EXAMPLE OF ACCEPTABLE FACT FILE

FACT FILE Fly with Qantas and American Airlines www.qantas.com.au and www.aa.com **CLIMATE** Nicaragua is generally hot with an average temperature of 26°C year round. Humidity averages around 75 per cent and there are two seasons, rainy (May to mid-November) and dry. The hottest time of year is from February to May, when temperatures often reach towards 35°C. **MONEY** Cordoba; 1 Australia dollar = 12.7923 Nicaragua cordobas **VISA REQUIREMENTS** Australians and New Zealanders require visas or a 30-day tourist card. **HEALTH** Malaria and mosquito-borne diseases are prevalent throughout Nicaragua, primarily but not exclusively, during the wet season (May to November). Recommended vaccines include Hepatitis A or immune globulin (IG), typhoid, tetanus-diphtheria and measles. **MORE INFORMATION** Morgan's Rock www.morgansrock.com Nicaragua tourism www.intur.gob.ni