

WINSTON PUBLISHING

Great Lakes Airlines – “Peaks & Plains” Magazine – Guidelines for Writers

Great Lakes Airlines in-flight magazine, called “Peaks & Plains”, is published quarterly, in December, March, June and September reaching over 175,000 travelers with each issue. We encourage new and established writers to submit freelance materials for consideration and are always looking for contributing writers from every corner of the U.S and abroad. All submitted materials must meet the guidelines stipulated below. Please query in writing. We read every query and try to respond within two months. Queries by e-mail are accepted, but go into the queue along with all the snail-mail ones. Please read our publication so you have a good grasp of our style and content. Back issues are available for \$9.95 each, postpaid. Subscriptions cost \$30 per year. **Peaks & Plains** features stories of interest, written in a clear, crisp style that is rich in anecdotes and quotes and that illustrate the writer’s interaction or create a theme. Stories should re-create the writer’s experience. Be specific, informative, and vivid. Curtail the over-use of adjectives and clichés.

Thoroughness and accuracy in details, history and background are essential. Include brief information, if applicable, that allows and motivates readers to follow in your footsteps: *how to get to a featured destination, nearby places of interest or accommodations, opening and closing times of attractions, and how to obtain additional information.* For profile stories, include all contact information include subject’s address, phone and website and/or email address if available. Alert the editor to any details that could change between submission and publication.

Include with your submission current contact information for your key sources or photocopies of brochures, maps or other literature to aid in editing and fact checking.

Overview

Peaks & Plains varies from 60 pages to 110 pages. We are noted for excellent photographs and entertaining, informative writing about the areas in which Great Lakes Airlines flies. The magazine contains feature articles of 500 to 2000 words. Every issue is four-color throughout.

Focus

Peaks & Plains readers tend to be high-end business professionals traveling from one destination to another without having to access a major hub to get where they would like to go. **Peaks & Plains** magazine reaches over 175,000 travelers each quarter. We publish articles on recreation, architecture, interior design, people, natural history, cities, small towns, real-life adventure, nostalgia, geography, history, local businesses, and environment--in short, anything that will inform and entertain our readers. We do not accept fiction or poetry at this time. If it's time to revisit a topic, we look for a unique slant.

Queries

We accept written queries and unsolicited manuscripts. **Please be patient**--eventually all submissions are reviewed and responded to. **Telephone queries are heartily discouraged.** If we like your proposal, we may ask to see it on speculation. Acceptance for review does not imply that the article will be published. Queries should include a thorough outline of the proposed article. Start with the lead, then, write a short summary of content, including specifics on who you plan to interview, research sources, highlights, anecdotal information, and conclusion. Provide several samples of your writing if we are unfamiliar with your style. Include a return envelope and postage. Do not send your original copy. We prefer documents to be in Microsoft Word. Please do not submit more than two stories per query letter. Include a return envelope and postage if you want your material returned. We are not responsible for unsolicited material of any kind. A “go-ahead on spec” does not constitute an assignment or guarantee publication. Writers may be asked to

revise or add content. All stories are subject to editing, and those that require excessive editing will receive less than the standard rate of pay. Payments for published stories are based on the quality and length of the finished story. We do not pay travel expenses.

Rates

FEATURES	WORD COUNT	PAYMENT
Supporting photos, art Up to three pages	500	\$150
Supporting photos, art Three pages or more	750	\$175
Supporting photos, art Three pages or more	1000	\$225
Supporting photos, art Three pages or more	1500	\$275
Supporting photos, art Three pages or more	2000	\$350

Higher payment for assignments involving extra expenses are negotiated in advance and are agreed upon in writing before publication. Whenever possible, include illustrative material for the article, such as digital images supplied by the subject of the article. Please identify all such artwork with the name of the photographer (if known) or studio. Artwork in that category is credited in the magazine as "Courtesy of XXXX." **Payment, returnable materials, and a complimentary copy of the magazine are sent to each author within thirty to sixty days of publication.**

Rights

Peaks & Plains buys the rights to your article, which includes both print and electronic versions. This does not require the written exchange of copyright from freelancers to the magazine. The article may be considered for publication in other magazines in which Winston Publishing produces. **We reserve the right to edit and rewrite to comply with our style. Author proofs are not provided.**

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