Nature Pitch Guidelines Brendan Maher

What are Nature news features?

They are long-form journalism covering all areas of science, science policy and the scientific community. They are aimed squarely at our main audience of working research scientists, but they also appeal to Nature's broader readership that spans all professions. Anyone reading them should feel that they get inside access to science and scientific research: how it works, its challenges and its controversies.

They aim to set the agenda on issues in which science is relevant, such as gene editing or climate change.

They are the stories that working scientists bring up in discussions with their colleagues; that institute leaders or policy makers quote in their debates; and that will provoke discussion among scientists on Twitter.

They are typically between 1,600 and 3,200 words, allowing greater depth than is generally possible in a news story. And they provide greater detail and analysis — of the scientists, the science, and the scientific process — than many other science news outlets.

They are frequently written with a strong narrative and vivid characters. Think about a strong feature story you read in the New Yorker, The Atlantic, The New York Times Magazine or your favorite publication — a story that you read to the end without meaning to.