

## **Men's Health Pitching Guidelines**

**Fees:** Fees for print stories range from \$1 to \$1.50 per word, depending on the amount of research and number of interviews required. Sections in the front of the magazine on mind and body and on life and nutrition run from 800 to 1,500 words. Feature stories are typically 2,000 to 3,000 and occasionally 4,000 words long. Web stories vary in length.

**Frequency of publication:** The print magazine is published four times a year. The website is updated frequently during the day. Magazine articles will eventually appear online.

Munson gave several examples of the publication's approach. One example was a story about the antibiotic crisis told through the lens of an entrepreneur who had created a successful antibiotic and couldn't get funding. Another feature told the story of the toxins in firefighting protective gear through the people who launched an investigation into why firefighters were dying of cancer. A third example was a deep dive into the multidisciplinary approach to pain management, which included the history of that approach dating back to the 1940s.

**Most common mistakes that editors see in pitches:** "It would be being too basic," Munson said. We're looking for stories that ask interesting questions and don't just package up information that's already available on the internet. And freelancers shouldn't be afraid of being playful. The magazine once ran a humorous piece about the standard health advice from grandmothers.

**Best place to break into the publication:** It is probably easiest for first timers to get a pitch accepted for the shorter, front-of-the-book sections, or for medium-length web stories (not breaking news). But a great pitch can get a newcomer a feature assignment.