

National Geographic Health and Wellness Pitching Guidelines

My current beats are health, wellness, and the science of human behavior. I'm always looking for stories that make readers stop and think, "Huh, I didn't know that, but it makes total sense." That could mean a new study that reframes what we thought we knew about the body, a strange or superlative health phenomenon, or a historical echo that explains a modern wellness trend.

The best pitches reveal something new, weird, or counterintuitive about how we live, move, or think, and, ideally, help readers understand themselves or their world a little better. TL;DR If your pitch makes you say "this is wild" or "wait—no one's connected these dots before," that's probably a good sign.

And it should go without saying, but we need pitches where the science, research, or data has actually been vetted. I can't tell you how many times I've read a pitch about a "groundbreaking" study only to check the source and realize the writer hadn't read or fully understood it—or missed glaring red flags in the methodology.

We mostly pay flat fees, but it can be averaged out to about \$1 a word. For example, 800 words for \$800 but if the writer submitted 901 words, I wouldn't add an additional \$101.