

Scientific American Pitching Guidelines 2025

What we generally look for in a health news pitch:

- **What's New:** For news and news analysis pieces, we appreciate pitches that have strong news hooks, surprising discoveries, thought-provoking takeaways, and reporting that will push the discussion forward—whether through new research, unique framing, evidence-backed solutions, etc. There should be a clear top line or main subject of the story that's timely and relevant to a wide general audience. Think: new disease outbreak, cancer treatment, Alzheimer's test, supplement trend, dietary recommendation, pollution spill, demographic or mortality report, vaccine development or policy change, reproductive healthcare case, major drug approval, new understandings of how the body/physiology works, etc.
- **What's the Evidence:** The bulk of a SciAm story should be spent digging into the new science, medicine or health research—the latest evidence and/or studies that have been peer-reviewed. Tell us, in a pitch, what stage the research is in or how it was conducted (i.e. population study, computational models, preclinical trials, human clinical trials, etc.). Note that we rarely cover mouse research in health stories, unless it's clearly connected to data in humans or it's very fundamental biological research. We consider preprints and conference proceedings on a case-by-case basis.
- **Who Are the Experts:** Stories should have original reporting with multiple experts. Tell us who you plan to speak to for an independent and potentially critical perspective. We welcome stories that bring in patient experiences and voices. Please include researchers and other sources from groups that have been historically underrepresented in science and journalism, including, but not limited to, people marginalized by racism and/or sexism, and be sure to verify personal pronouns.
- **Unique to SciAm:** We strongly suggest that before sending a pitch, authors conduct a very thorough search of any previously published related material on our website and other news outlets, and show in a pitch how their idea is different or takes the story forward.

Scientific American is open to pitches for news, features and Advances (front of book, [pitch memo here](#)). We will pass pitches to appropriate editors for review and largely evaluate submissions together as a team.