Pitching Guidelines

Everyday Health is a digital platform owned by Ziff Davis. The site strives to cut through “health noise” to deliver trusted, evidence-based health and medical information that people can use to stay informed and make important decisions. Members of the site’s Health Expert Network, including 100+ board-certified doctors and credentialed healthcare professionals, review all medical statements in our evergreen content to ensure information is accurate and up to date while providing context for complex health topics. News articles undergo fact checking to verify that all claims are accurate.

Everyday Health editors are open to pitches that relate to a wide range of chronic health conditions (including autoimmune diseases, heart disease, digestive diseases, skin diseases, mental health disorders, diabetes, and cancer) as well as specific issues related to men’s and women’s health, infectious disease, diet and nutrition, emotional health, fitness, skin care, sleep, self-care, wellness, and weight management (including GLP-1 use). Our news desk covers both highly time-sensitive topics as well as news-related evergreen topics and trends in lifestyle and wellness. Our articles aim to offer actionable takeaways for our audience, whether related to living with a disease, seeking out a diagnosis or treatment, or coping with health challenges specific to certain groups or communities.

We address a broad audience but tend to focus on adults (often but not exclusively female) in midlife and older. Before pitching, we ask writers to do an in-depth review of content already on the site to avoid duplication. Noting that Everyday Health is always looking for experienced freelance editors to join our stable of contributors.

Rates

Writers are paid a range based on the scope and length of the assignment, typically starting at $350 and maxing out at $800 for our longest, most complicated assignments.