

Fees: Up to \$600 for 800-1000 word digital stories, but between \$1-2 per word for longer-form, deeply researched stories that may eventually be used for print.

Submit to: Marisa Cohen at marisa.cohen@hearst.com

Website: Prevention.com

Owner: [Hearst](http://Hearst.com), a global, diversified media, information and service company with more than 360 businesses.

Readership demographics: Prevention's readers tend to be women ages 40+ who want to know how to live a healthy, balanced, joyful life. They may not be competitive athletes, but they do want to know the best ways to stay fit. They are not looking for fad weight-loss diets, but for science-backed, sustainable ways to nourish themselves so they can stay active and feel good. Many are dealing with chronic health issues, so they want to read about the latest info about treatments and promising research and how to advocate for themselves. They also love expert-backed info on how to manage stress, boost their mood, and keep their brain sharp.

Frequency of publication: The print edition comes out 10 times a year. Digital content is updated multiple times a day.

What they look for in a pitch: Freelancers can pitch ideas for any topic we cover on the web site. We look for a strong voice and point of view, and topics that our readers are eager to learn more about, whether it is interesting research, surprising tips, or an "I tried it" idea that readers are curious about. We also look for as-told-to stories about medical diagnoses. A pitch should explain why the idea is right for Prevention readers and why now. Pitches should be no more than two paragraphs, and should include a few sentences about the freelancer and links to recent clips (must include three for non-Hearst sites) and their professional web site.

Most common mistakes editors see with pitches: The most common mistake is not looking carefully at the site. Another common mistake is making a pitch that is too basic, like proposing a story on knee pain without explaining what is new about it.

Lead time for pitching: The lead time for pitching print content is about one month for digital.

Best place for a freelancer to break into Prevention: As-told-to and personal stories are a good way to break in, as well as any story that the writer has specific expertise in.