Fees: Science News covers advances in science, medicine and technology for the general public through its print magazine, website and other platforms. It pays about $3,500 for features, which average 2,500 words in length. Freelancers can earn $400 to $650 for newsier 350- to 600-word articles that typically run online first. If stories are picked up for additional platforms (print, Science News Explores, videos), additional compensation is offered. Please see the Science News freelancer guidelines for more information and for the pitch template.

Submit to: Pitches can be directed toward specific editors, but please also cc editors@sciencenews.org.

Catherine Matacic is the features editor (cmatacic@sciencenews.org); Macon Morehouse is the news director (mmorehouse@sciencenews.org); Cassie Martin is the managing editor for print (cmartin@sciencenews.org); Haley Weiss is an associate news editor who oversees the monthly print health column (hweiss@sciencenews.org).

Website: www.sciencenews.org

Owner: Science News is published by the Society for Science, a nonprofit dedicated to expanding scientific literacy, education and research.

Readership demographics: This is a general audience of knowledgeable people who want to go a little deeper than the average reader.

Frequency of publication: The print magazine is published monthly and the website is updated daily. Three features appear in every print issue and then on the website. The print News articles appear online first.

What they look for in a pitch:

Features: Editors are interested in trends. For example, a story could be about how new discoveries are leading scientists to shift gears and refocus their research in a different direction. A big chunk of those new developments should have been published within the past year.

The pitch itself should have a nut graph explaining why Science News should be publishing this story now. In addition, the pitch should include the journal articles that form the backbone of the story or the researchers who are the focus.

Editors would also like a sense of the narrative. Will the story include a patient, a doctor or a researcher who is a great storyteller and who will hold the readers' attention?

News stories: "We want to know that you can summarize the news quickly," Martin says. "The pitch should explain what is new and why I should care." News stories encompass

the breadth of the sciences, typically are single study based or are a research based look at a topic in the news. They tap into reader interest by making it clear why readers should care — why it matters to them or what the wow is. A pitch provides insight into the writer's ability to identify the news, explain it clearly and understand the context.

Most common mistakes editors see with pitches: Common mistakes are pitching features that are more for a general magazine, pitching a topic rather than a story and using jargon. Another common mistake is front-loading background information about the news and not leading with the heart of the news at the top of the pitch.

Lead time for pitching: For features, freelancers typically will have a month and a half from assignment to feature story submission. It will take a few months more to get the article ready for the magazine and for it to appear in print. For daily news, Science News looks for stories that are extremely timely — so based on studies that have been recently published or have yet to be published, or on issues that are current hot topics in the news. Writers might have a few days from assignment to filing; edit to publishing can be as quick as 24 hours for embargoed news to a week or so for more involved pieces.

Best place for a freelancer to break into publication: A good entry point is to pitch the shorter news pieces.