

# HEMISPHERES

## WRITERS GUIDELINES

HEMISPHERES, the inflight magazine of United Airlines, is published by Pace Communications. The magazine's 400,000 monthly copies reach 2 million readers. Articles are written primarily by freelance writers.

HEMISPHERES is edited for a global mix of educated, affluent business and leisure travelers. United's international route system means that the magazine is read around the world. We are a truly international magazine, not just a U.S. magazine that's read by other nationalities. **We want "insider" articles by residents** or widely published writers with expert credentials and a global perspective. HEMISPHERES aims to be distinct in the inflight genre so **we prefer writers whose work does not appear regularly in other airline publications**. Study United and Star Alliance route maps for the destinations most likely to be covered.

### About You

HEMISPHERES is a heavily departmentalized magazine with a preferred format for most departments and some features. Before pitching ideas, **please examine sample copies**, which are available from the address below for \$7.50. Or visit our Web site ([hemispheresmagazine.com](http://hemispheresmagazine.com)) to see most articles online.

To query by mail, send a brief letter pitching the story you'd like to write, a few representative current clips, and a stamped, self-addressed envelope. We are unable to reply to surface-mail queries that do not contain a stamped, self-addressed envelope. **Please do not call to check on your submission; we encourage and value your proposals, but we cannot respond in person to each of our thousands of story pitches**. Do not send originals. HEMISPHERES assumes absolutely no responsibility for the return or safety of unsolicited articles, art, or photos. Mail queries to Senior Editor, HEMISPHERES, Pace Communications, 1301 Carolina Street, Greensboro, NC 27401. You may also send queries to [hemiedit@hemispheresmagazine.com](mailto:hemiedit@hemispheresmagazine.com). **We do not accept editorial queries over the telephone.**

If a query is accepted, our editors will contact the author, and then assignments will be finalized with a contract. **Our preferred resident-writer approach means that we do not send writers on assignment**. First-time writers may be asked to provide a proposed story on speculation.

Payment is upon acceptance of your story (with all necessary sidebars, author bio, fact-checking materials, etc.) and the return of your signed contract. Amount varies by story length, location in the magazine, and other factors. Because of our worldwide circulation, we buy exclusive worldwide rights for 120 days after publication for most articles and permanent worldwide rights for Three Perfect Days articles. HEMISPHERES in no way interferes with a freelancer's right to repackage and resell this material in

other formats after publication. But **we expect writers to pitch us original stories that have not appeared previously in print or online.** We have screening and fact-checking processes in place to call our attention to any prior publication.

## About Us

HEMISPHERES publishes several major features, a handful of departments, and a number of short UpDates pieces in each issue.

### MAIN WELL

A 3,000-word trademarked feature called **Three Perfect Days** anchors the main well. This reader service-oriented article provides our signature day-by-day itinerary for an insider's tour of a world-class destination city or resort area. The writer should be a resident of or live close to the featured city.

Other features generally run 1,200–2,000 words and include adventure experiences, exotic destinations, fiction, nature/environmental subjects, science and technology, health, pop culture, profiles, and explorations of global lifestyle topics.

### DEPARTMENTS

HEMISPHERES departments range from 1,200 to 1,400 words. Five core departments run in each issue, along with one or more selections from a rotating list of other departments. Each story includes a related 80-word sidebar on the opening page.

In each issue are:

**Global Gourmet** is an insider's guide to interesting eating in a major city or region. The slant can be the city's characteristic cuisine, an emerging new favorite food, or a dining district. There's usually a cheap to deluxe spectrum (from "hole in the wall" to "expense account lunch" and on to "big-deal dining"), so no simple "best" or "most expensive" will do as a slant. We've done Australia's Outback pubs, Southern U.S. barbecue, London's haute curries, and Chinese food across Asia. We also run big-picture, culturally significant food stories, such as different breakfast traditions around the world.

**InnerViews** is a Q&A with world leaders, movers and shakers, and some refreshingly ordinary people. A 500-word introduction anchors the interview. We want to profile an international mix of inspired men and women representing a variety of topics or issues, but all must truly be making a difference. We've talked with everyone from the Dalai Lama to teenager Clayton Lillard, who started a bike collection program for needy children in his hometown. No PR-esque looks at celebrities or CEOs.

**Executive Secrets** lets us in on the things top executives know. Topics have included how to use an interpreter, encouraging your employees to embrace change, and new technology for business presentations. We also learn how companies or organizations have found their niche, beat the competition, achieved a remarkable marketing objective, or rebounded from the brink of bankruptcy. We want details about strategy, not lionizations of CEOs.

**Good Spirits** explores the world of wine, beer, and spirits with an emphasis on education and fun, not one-upmanship. Topics have included cordials, the history of corks, and how to plan a wine cellar. This department is written by a regular HEMISPHERES columnist.

**Teed Off** is a lighthearted but informative look at the game of golf. It may be location-based (for example, we've covered golfing in Iceland) or focus on a current trend (like the rise of the golf entourage). This department is usually written by a regular HEMISPHERES columnist.

Occasional topics are:

**Family Travel** focuses on intergenerational travel, usually parents and children. Subjects have included holiday visits to New York with kids and what to do when kids get sick on vacation.

**Great Saves** looks at collection topics of all kinds, from collecting fountain pens or *Star Wars* memorabilia to getting antiques appraisals online.

**SportsCast** is a global examination of anything of interest in the world of sports. Topics have included flyball dog competitions, Japanese sumo, and the Yankees–Red Sox rivalry.

**First Person** pieces may be inspirational or humorous. They share the writer's unique perspective on subjects that range from a man's feelings about not being a father to a heat wave in London.

**Book Beat** is not a book review column. It tackles topics like the birth of a book, the competition between local bookshops and national chains, etc. In our "What's the World Reading?" series, a resident puts us in touch with the pulse of a nation or place through its current bestsellers.

**On Wheels** looks at the automotive world through topics like classic-car auctions and restoration, the origins of the SUV trend, picking up your new European car at the factory, etc.

**Quick Quiz** should be short, original, and fun. Travel or geography themes are especially good, though not required.

## UPDATES

Our front-of-book UpDates pages are made up of fun, fast-paced, reader-service blurbs on cultural and lifestyle topics and all things travel. Most full-page UpDates run about 275 words; many have a short sidebar. Pages include:

\*Travel Trends: We've highlighted trends such as girlfriends' getaways, rainforest lodges, and GPS tours.

\*Afloat: In this cruise page, we've covered Baltic cruising, ports created for cruisers, American sailing excursions, etc.

\*Geared Up: All types of gear of interest to our readers would work here. Pages usually have one particular theme; these have ranged from handheld navigation devices to backpacking equipment to lightweight luggage.

\*What's in Store: Topics have included shopping for pet gear, little luxuries for the holidays, and an online store that specializes in travel-size products. Geographically based shopping pieces have included DC's museum shops and Antwerp's diamond district. Be creative with theme.

\*The Connection: Transit topics that have appeared on this page include London black cabs in the United States, airport identifier codes, and drop-boxes for items prohibited in carry-on baggage. Airport news and services are of interest here.

\*Fine Print: We've featured book festivals, travel guides for kids, and print/Web combo guidebooks.

\*On Location: This page has highlighted the Las Vegas centennial, Ireland's Cork as the Cultural Capital of Europe, and the Nagoya World Expo.

\*Tuned In: This page is devoted to all kinds of music—festivals, museums, clubs, etc. We've done Chicago blues clubs, soul museums, and top summer music events.

\*Entertain This: Arts info, TV, movies, home entertaining, etc. are topics that appear on this page.

\*On the Money: Money topics of all kinds are fair game. We want an "answers" approach for our readers, not just ruminations on a financial trend—which IRA is best for you, do you need an offshore bank account, how can you save money on cruise shore excursions, etc.

\*Fascinating Facts: This page offers a selection of snappy travel-oriented items that the reader might never have known about a city, state, country, or destination. These should be separate items, not running together by subject or relying on previous ones for meaning.

\*Cultural Icon: Here we take a short look at a widely recognized cultural symbol that is tied to a particular locale. Featured icons have included the Hollywood sign, Black Forest cuckoo clocks, and Australia's Vegemite.

\*Weekend Breakaway: This page offers a distinct option (or several) for a physically active weekend within or just outside a major business city. This is an adventurous way to cap off or take a breather from a week of meetings, not a sedentary getaway at a "property." Topics have included sea kayaking near Boston, hiking around Sydney, and whitewater rafting outside Atlanta.

\*Design of the Times: Here we focus on individual designers or design trends—fashion, accessories, products, home interiors, architecture, etc.

\*Health & Wellness: Topics for this page have included traveling with diabetes and how to adopt elements of the Okinawan lifestyle to promote longevity.

\*Literary Landscapes: On this page, we've covered the opening of the Dickens World attraction in the UK, the Roald Dahl Museum and Story Centre, etc.

### **PHOTOGRAPHY AND ARTWORK**

HEMISPHERES works solely with professional illustrators, photographers, and photo stock houses. **Writers should not send their own photos** or stock lists. We assume no responsibility for the safety or return of materials that we do not expressly request to receive.

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