



EDITORIAL SUBMISSIONS

If you'd like to pitch a story to Lake Michigan Coast Magazine, please first review the writers' guidelines below, then send a query to editor@lakemichigancoast.com.

Lake Michigan Coast Magazine is published three times a year has a ratebase of 500,000—including subscribers, welcome centers, convention and visitor's bureaus & newsstand buyers. Our readers are travelers who look to us for planning both pleasure and business trips on the Lake Michigan Coast.

About 70 percent of the magazine is written by freelance writers on assignment. Photos are an integral part of our stories. Every assignment is confirmed by an editor. We pay upon publication of the article.

How to Proceed:

Look at several issues of the magazine and become familiar with the types of articles published in the various sections.

Please note that every story must deal with Lake Michigan and the Lake Michigan Coast, and that editors are looking for a compelling reason to assign an article: a specific angle, news that makes the subject fresh, a writer's enthusiasm for and familiarity with the topic.

Service information is important to every destination article: when to go, how to get there, where to stay, where to eat, what to see and do. The reader must be able to follow in the author's footsteps, and the articles are scheduled with that in mind.

Please do not telephone us about story proposals. Instead send a query letter that briefly outlines the ideas (no more than three at once) being proposed. Please enclose recent clips of your work and a SASE.

It is rare that we will assign a feature article to a writer with whom we have not worked.