

# WORK

WORK AND FAMILY IN PERFECT BALANCE

# Your way

## Guidelines for contributors

### Our Purpose

**Work your way Magazine** is the first magazine written exclusively for freelance, self-employed and entrepreneurial mums. It seeks to support women in their desire to work from home, with a 'family-friendly' business. Whether Freelancing, Direct Selling, Party Planning, Franchising, or launching a new business from scratch, **Work your way Magazine** aims to help women achieve their ambitions with our experts' advice.

### The Magazine

The Magazine is a 36 page, full colour, glossy magazine, issued quarterly. Each issue is packed with feature interviews of inspirational, entrepreneurial women, work from home opportunities and tips on working smarter, more flexibly and more profitably.

### Our Readers

**Work your way Magazine** readers are women with children. They have left a traditional 'nine to five' office career in order to work more flexibly around their family. The majority are between 25 and 45 with children aged between three and ten, however many are older with teenage children. The majority of our readers are in business for themselves, either as a sole proprietor, entrepreneur or Freelancer. Many have registered a small business.

### Our tone

Articles should be upbeat and practical. Don't be afraid to write authoritatively on your subject, but do avoid unfamiliar, technical jargon. Readers should be inspired by the information we present, so it must be accessible and easy to understand.

### Submissions

We welcome unsolicited manuscripts, which should be emailed as a Word document to: [enquiries@workyourway.co.uk](mailto:enquiries@workyourway.co.uk). Accompanying photos should be sent as JPEG attachments (300 dpi)

Please include a photo of the author and brief bio line, which may be required for publication alongside the article or on our 'Contributors Page'.

All submissions are received on speculation and the editor reserves the right to reject a manuscript at any stage.

### Payment

Our rates for 2012 are:

£65 for one page (700 to 850 words) with a high quality image (300 dpi)

£85 for two pages (1200 -1500 words) with a high quality image (300 dpi)

We are unable to accept articles which exceed 1500 words.

Payment is made on publication, with a complimentary copy of the magazine.

We strongly recommend that you obtain recent copies of the magazine for an idea of content and tone before sending in ideas. We receive many pitches which are entirely unsuitable for our audience.

To subscribe or purchase single copies, please visit the website at [www.workyourway.co.uk](http://www.workyourway.co.uk). Single back copies can be purchased for £1.50 per issue.



## What we're looking for:

### Practical:

Articles should be practical, preferably written in a clear step-by-step 'How To' format. A 'tips' box, while not obligatory, is always a useful addition. The tips box could include suggestions for further reading, do's and don't's, or an organisation that can offer help. Do remember to include a website address or phone number so that readers can follow up.

### Unique:

Surprise us! We receive many articles which we have all seen and read before. We also receive articles which can be found free on the Internet! Do you have past experience of creating a product and bringing it to market? Can you provide tips on working smarter and more profitably as a Freelancer? What unique tips can you provide in any of our given subjects (see themes below).

### Professional:

**Work your way Magazine** is a professional, trade magazine, with the following main themes:- Cottage Crafts, Freelancing, Franchising, Direct Selling, Working from Home and Your Finances. We welcome articles which provide tips, market insight and 'insider knowledge' on any of these subjects.

If you are a business owner, and would like to provide editorial, please ask for our advertising packages, via email: [enquiries@workyourway.co.uk](mailto:enquiries@workyourway.co.uk)

