

SPONSORED CONTENT GUIDELINES

WHAT IS THE *HEALTH JOURNAL*?

A consumer health magazine with an online and print component published monthly in Hampton Roads, Virginia. Our mission is to empower readers with knowledge of essential health topics and resources needed to enjoy optimum physical and emotional well-being. The Health Journal features exciting health related content that educates and entertains our readership. Emerging health trends, advances in medicine, recipes and food science, as well as fitness, human interest pieces, expert advice columns, profiles and how-to articles round out our editorial vision.

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AUDIENCE

01 Our audience is people of all ages and backgrounds who are concerned about health and well-being. Our primary audience is 70 percent female, between ages of 35 and 65 and college educated.

WHAT WE WANT

02 We are looking for strong, entertaining and well researched articles on compelling topics. Dazzle us! Don't just write about your topic, experience it! If you're covering a fitness group, attend it. Interviewing a family? Spend time with them. Explaining a new service? Try it out if you can. We work several issues ahead, so pitch your seasonal story ideas in advance (3 to 6 months).

STYLES

03 Follow AP Style Guidelines and see additional style preference in the "Sample Article" on the next page.

CHOOSING SOURCES

04 Consult the most appropriate and credible sources. Top experts in the field when possible. Writers may choose their own sources or ask the editor for suggestions.

HOW TO SUBMIT A STORY

05 Send articles as an attached Microsoft Word document. See the "Sample Article" on the next page. Articles not received by deadline will not be included. *The Health Journal* does not guarantee publication. Stories may be pulled due to space, inaccuracies, news developments or other reasons. If space is the reason, your article will likely appear in the next issue or online.

EDITING

06 Your article will be reviewed by a team of editors who reserve the right to edit for style, clarity, consistency, length and grammar.

CHANGES

07 If you must make changes to an article after you have submitted it, alert the editor immediately. Please do not edit your draft without an OK. If your article is in the editing process, you may list out your changes in an email to the editor.

REVIEWING

08 We provide every writer with a review copy, especially if significant edits were made. If you wish to see a final copy, please let us know upon submission. Meeting deadlines and making requested changes promptly will ensure plenty of time for the editors to email you a final.

CAN I PRESENT THE SAME ARTICLE TO ANOTHER PUBLISHER?

09 Before submitting an article to *The Health Journal*, please inform us whether your article has been published or presented elsewhere. Duplicate content on our site could negatively impact our search engine ranking.

RIGHTS

10 *The Health Journal* assumes first print rights unless otherwise discussed. Before submitting an article to *The Health Journal*, please inform us whether your article has been published or presented elsewhere. Reprint rights may be granted in some situations.

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**SAMPLE ARTICLE
 YOUR GUIDE TO WRITING FOR THE HEALTH JOURNAL**

Editorial Also Reviewed By
 Brian M. Freer, Publisher
 Ravi V. Shamaingar, M.D., Medical Editor

How can our editors reach you?
 Direct Phone #
 Email

Suggested Headline

Subheads like this entice readers into your story

Written by You D. Writer

Your lede should grab the reader's attention and draw him into your story. An observation, starting fact, a strong quote, a question...there are so many ways to begin a story. Repeatedly ask yourself " Why am I writing this story, and have I written it before? Why should readers be interested? What will they get out of it? What's the real story here, and am I telling it?"

Don't indent paragraphs; rather, separate them into blocks like this. Type your story in 12 point font. Only one space between sentences, and no serial comma as in red, white or blue. "Punctuation goes inside quotation marks." Attributions are in present tense, says the editor.

SUBHEADS

They break up long stories and help with organization. Another HJ style preference is with websites—omit the www—which brings up another style preference, which is close up the spaces around those em dashes.

If this is your last paragraph, does your story end full-circle with a flourish or does it end abruptly? Check your word count—is it within range?

When you are finished writing, READ YOUR ARTICLE ALOUD—to yourself, spouse, child, or anyone willing to listen. You'll catch any typos, awkward sentences and other mistakes before the editor sees them.

SOURCES

Add name, phone #, and/or email for each person at the foot of your article. We will need this information to contact them about photos and/or to verify facts or intended meaning.

SIDEBARS

Supplementing your article with a sidebar of related data such as statistics, or additional resources adds value to the reader. Place those at the end of your story or in a separate Word document.

YOUR IDEAS

How do you envision your article in layout? If you were designing it, what would be your approach? Who would you photograph, and what should that photo convey or "feel" like? Which sidebars could be turned into visually appealing graphics?

BIO

Include 50 words about you and your professional background, experience, etc. Remember: Bios can be fun! Make sure to send a current headshot for our website.

The Health Journal uses AP Style

DEPTS.

DEPT.....	WORDS
PROFILE.....	400
Q&A.....	400
ADV. IN MED.....	800
LG FEATURE.....	2,000
SM FEATURE.....	1,000

FLAVOR.....	400
FOOD & NUTRITION.....	400
WOMEN'S HEALTH.....	500
MEN'S HEALTH.....	500
FAMILY.....	500

AGING WELL.....	500
MONEY.....	400
MIND MATTERS.....	500
FITNESS*.....	300
OUTDOORS.....	400

DEADLINES

ISSUE.....	DEADLINE
JANUARY	NOV 2
FEBRUARY.....	DEC 1
MARCH.....	JAN 4

APRIL.....	FEB 1
MAY.....	MAR 1
JUNE.....	APR 1
JULY.....	MAY 2

AUGUST.....	JUN 1
SEPTEMBER.....	JUL 1
OCTOBER.....	AUG 1
NOV/DEC.....	SEP 1

Story deadlines are firm. If a deadline is missed, the story will be returned or bumped to the next available issue. If you think you may miss a deadline, please email in advance.