

KANSAS!

Guidelines for Story Submissions

KANSAS! is a four-color magazine published by the Travel & Tourism Development Division of the Kansas Department of Commerce. The publication promotes tourism in the state with an emphasis on travel articles. *KANSAS!* is published quarterly in March, June, September, and December as the Spring, Summer, Fall and Winter issues. Seasonal material and photographs are featured in each issue.

KANSAS! is offered by paid subscription and has a subscription list of about 45,000. The magazine also is available on a limited basis in bookstores across the state. Nearly 70 percent of the subscribers live within the state. A majority of them fall within the 55-plus age bracket and are interested in the magazine's scenic photography as well as a variety of articles particularly relating to Kansas history and travel. The publication does, however, seek to attract the attention of younger readers and families with children at home and welcomes material that would be of interest to them.

Each issue of *KANSAS!* magazine is 40 pages and generally contains three to four feature stories and one photo gallery spread. Feature stories average three to four pages in length and feature outstanding places and events in Kansas. We also try to cover the following tourism niches: Western Frontier, Nature-Based Tourism, Arts, Aviation, Hunting/Fishing, and Agri-Tourism. All of the feature articles are written by freelance writers.

Queries

Interested freelancers should query by letter with article ideas and are asked to consider the following before submitting material for review:

1. The story must have the potential for interesting photography. The magazine prides itself on its scenic representations of the state, thus, we are only interested in stories with the potential for interesting photographic possibilities.
2. All subjects must be Kansas-related and must reflect the state positively.
3. All articles are, with very few exceptions, nonfiction. Poetry, fiction, humorous and nostalgic stories are not used in the magazine.
4. Because the magazine is intended to promote tourism in Kansas, all articles must feature events and attractions that are open to the public. For instance, the magazine does not feature a private home unless it is open to tour.

5. Events included in the magazine must be annual events so that they can be covered one year and featured the following year.
6. The magazine rarely repeats subjects. Please research back issues of the magazine at your local library to make sure your proposed article has not already been featured in a previous issue.
7. The magazine works at least one year in advance on articles. Articles submitted and accepted in June of one year will most likely appear in the summer issue the following year. The actual working deadline is about five months prior to an issue.
8. Do not send unsolicited manuscripts.

Please briefly outline the proposed article in your query letter indicating projected sources. Include your ideas for color photography and indicate whether you plan to submit your own transparencies to accompany the article or have made arrangements with a photographer to work with you. If you cannot arrange for photography, simply state that in your query. But please do specify your ideas for photographic content. Mail your query with a self-addressed, stamped envelope to:

Editor, *KANSAS!* Magazine
Kansas Department of Commerce
1000 S.W. Jackson Street, Suite 100
Topeka, KS 66612-1354

NOTE: Please include only one idea per letter.

Preparing Your Story

Please adhere to the following guidelines in preparing and sending your article and slides.

1. Articles should be about 800 to 1,000 words, but the editor will give you a word count when you are assigned the story. Each article should be double-spaced and should include full address and social security number on the first page. If possible, please submit the article on disk in Microsoft Word format.
2. The article should have a suggested title and subhead.
3. To make sure the article is of interest to our readers, it should include quotes from at least one source and some background material on the subject.
4. All articles *must* be accompanied by the name, address, and phone number of an appropriate contact person for the article. This information will be used in the Planning Your Trip addition following the article.

5. If you are submitting slides with your article, make sure the slides are identified and are in plastic sleeves. Include outline information. (Photographer Guidelines also are available).

6. Please allow several weeks for a response from the editor.

Each issue also contains regular departments offering other opportunities for contribution including *Reasons We Love Kansas*, *Our Town* and *Tastes of Kansas*.

Payment and Rights

The magazine purchases both articles and photographs on a one-time-use basis or an extended-use basis that may include posting on the *KANSAS!* magazine web site. Payment arrangements for articles and photographs are made upon acceptance. The editor will make a payment offer when the article is accepted. You will be sent six complimentary copies of the issue that features your work.

Conclusion

Please keep in mind a few things as you consider preparing material for *KANSAS!* magazine. Query letters are important. They save you the trouble of preparing an article that does not meet the magazine's current needs. They also give the editor an idea of your writing style. Telephone queries and drop-in visits are not acceptable. Please do not call with a story idea. You must take the time to outline your idea in writing, so that the editor can check it against what is planned for future issues. We would prefer all correspondence regarding articles and photographs be handled by mail or e-mail. Once an article is assigned, keep telephone calls to the editor to a minimum.

We welcome the opportunity to work with you. Please call us at (785) 296-3479 if you have any further questions about these guidelines.