Editorial Guidelines
Your Workplace

Established: 1998
Circulation: a diverse annual readership of 336,000
Accepts email submissions: Yes, this is preferred.
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Publisher: 1425545 Ontario Inc.
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Thank you for your interest in writing for Your Workplace magazine! Below are details about us and some guidelines for writing for our publication.

About Your Workplace
Your Workplace is a leading authority in Canada on leadership and work-life issues. Our brand consists of an award-winning magazine, published six times a year; an annual conference, drawing hundreds of delegates nationwide; an array of products devoted to health and wellness, and an interactive website designed to be a one-stop shop for all things related to positive work culture.

Reaching executives, leaders and employees in progressive organizations, Your Workplace delivers leading-edge information about trends, management, work/life balance and more. Subscribers include progressive organizations such as all members of the Excellence Canada, the national Association of Administrative Professionals, and Great Place to Work® Institute Canada nominees and award-winners. Your Workplace magazine features the annual Thrive Award winners and profiles of award-winning organizations, and what they do to make a difference. Each issue contains a spotlight on important workplace issues and solutions on how to resolve them.

Our Mission
Your Workplace is a champion of progressive workplaces and leads the way for organizations to create a thriving, world-class work culture. We recognize that a positive work culture leads to engaged, inspired and healthy employees who contribute more in terms of creative ideas, performance and results.

The editorial objective of Your Workplace is simple: To provide a “good read” on positive solutions to workplace concerns, and strategies for balancing the demands of today’s stressful world of work with healthy living. Described as “a must read for all business professionals,” our magazine contains feature articles, columns, and advice on issues relevant to the work and life of busy people. Topics range from leadership, culture, professional upgrading, management and workplace policy, to relationships, health and wellness, food, humour, communication and book reviews. We also cover current issues
and trends that affect Canadian businesses, as well as new technology and new opportunities. Your Workplace magazine has won numerous awards, including Cover of the Year for a Business Magazine in 2003, and a 2005 award for small Business of the Year, following two nominations in 2004 and 2005.

Our Readers
Our readers (many between 29 and 49 years old), are experienced, highly educated, affluent, employed, and active. Readers range from managers, HR professionals and leaders, to employees who are concerned about work-life balance. Readers also often include those who seek solutions to problems in the workplace, such as those experiencing bullying, a difficult boss or coworker, or those seeking a career change.

What We’re Looking For
A good Your Workplace article offers background and context to ongoing national workplace issues, a challenge to mainstream perspectives, or an important story that hasn’t been told elsewhere. Know of an important news event or trend in the workplace that’s being underreported or ignored by the mainstream press? Then give it some national exposure here.

All of our articles adhere to Canadian Press Style (see “Typography” below). We publish up-to-date information on today’s world of work in an entertaining, evocative fashion. Our writing style is punchy, intelligent, informative and casual, yet sophisticated. While we feature in-depth, critical pieces that give readers a broad perspective on an issue, a majority of our magazine consists of attention-grabbing, easy-to-read, intelligent articles for the busy, working professional. We do not publish queries/articles about the obvious, or those that merely touch on the surface of a subject that underestimates the intelligence and critical-thinking ability of our readers. We appreciate articles that offer a fresh, innovative, or humorous angle on a subject pertaining to the Canadian workplace. Our tone is positive, energetic and confident, with an emphasis on solutions. Canadian content, experts, and resources are preferred whenever possible, as we are a “Genuine Canadian” organization.

Tight, clear writing is essential. Shorter is better. Any subject related to writing, from the generation of ideas to marketing and publishing, may be covered. Writers should be specific and precise. Avoid overworked subjects such as job searching, job interviews, etc.

Please include objective, original content as much as possible, such as interviews with experts or new research. We will not print previously published stories. Wherever possible, sources, statistics and material should be Canadian. Since Your Workplace is national, it is important to avoid a local bias. When selecting interview subjects, please keep in mind Canada’s diverse cultural makeup; we would like this diversity to be reflected in the pages of the magazine. Please be diligent and double-check names and titles. If naming a company or expert please state where the person or company is located, his or her title, the company and what kind of company it is.
Nearly all YW articles undergo extensive editing and YW typically holds copyright on the finished product. Contributors continue to own the underlying ideas in the article. When submitting the first draft, please include sources in brackets after any sentences that may require fact-checking. This is for fact-checking, legal purposes or if we have a question. A clean draft (without sources) can also be included.

We often list resources for readers where appropriate, and we encourage writers to recommend relevant books, organizations and websites.

**Guest columns** — YW welcomes submitted or invited commentaries from members of the business and wellness community. Such articles should be no longer than 500-650 words, and should be accompanied by a photo of the author. When submitting a photo, please include the photographer’s name so that a photo credit can be given. Generally we offer a small honorarium or a place for self-promotion in the “about the contributor” line at the end of the article. We also encourage guest bloggers and business experts to provide submissions for our blog [www.yourworkplace.ca](http://www.yourworkplace.ca).

**Letters to the editor** — Letters are welcome, and should be less than 400 words. YW reserves the right to edit letters for grammar, spelling, CP Style, libellous/slanderous content, and length. Letters will be published at the discretion of the editor. Third-party letters will not be reprinted, nor will letters signed with a nom de plume. Authors’ names and telephone numbers must be submitted for verification. Please submit letters to: editor@yourworkplace.ca.

**Photos/Graphics**
A picture is worth a 1,000 words! To be considered for use in YW, photos must be of good quality. Photography should convey emotions and atmosphere. Look beyond the straightforward, consider unusual angles, and show natural, real-life people (not staged).

Photos, illustrations, or graphics to accompany your piece will increase readership and may assist in publication. If interviewing an expert, request a headshot or an on-site photo from the person you are interviewing. Photo size should be as large as possible @266 dpi. Include the full name of the person or people in the photo, and include a photo credit. Please inform the editor immediately if you have a potential photo or illustration (or an idea) for the piece, and email photos, graphics, or image questions to editor@yourworkplace.ca.

Line art, cartoons and anecdotes directly related to the Canadian workplace are welcome for consideration!

**Features**
While most articles begin at approximately 600 words, our feature articles can be up to 2,500 words, including sidebars, policy statements or charts. Bullet points are often included within the article to assist reading and can draw attention to important action points the reader will take home from the article. Features often address solutions to problems in the workplace such as bullying, difficult bosses, high employee turnover, challenges in leadership, or new trends in the workplace.
Departments

These are our current departments and regular columns. Some are currently closed to submissions (either because we have a regular columnist, or because material is prepared in-house). Please take note of areas where we’re looking for contributors like you! We also welcome proposals for new columns and departments that fit our mission, brand, and the overall flavour of our magazine.

- **What Matters:** Short articles that address current trends and events in the world of work in Canada and internationally. Includes: *Health Matters, Education Matters, Money Matters and Technology Matters.*
- **Leadership:** A great leader needs a vision, and in this column we focus on the qualities that make “good” leaders “excellent”. Past contributors include: Sandy Cotton, PhD, Steve Robbins, PhD, Dr. Pawliw-Fry, Marion Balla, MSW.
- **Managing/Coaching:** How-to, solution-based articles for managers and coaches. Topics include team building, bullying, supportive culture, engagement and more.
- **Trends:** Technology, trends in the workplace and the future of work.
- **Profiles/Best Places to Work:** Each issue profiles one to three companies meeting our criteria for excellence, and often reviewed by experts in the field. We’re looking for profiles of companies of all sizes and from all regions of Canada.
- **The Business-Minded Reader:** Our book reviewer, Lisa Sansom writes our reviews on books related to the workplace, work-life balance or professional growth. If you have a book worthy of review, email editor@yourworkplace.ca.

Queries and Payment

Please read our magazine and explore our website at: [www.yourworkplace.ca](http://www.yourworkplace.ca) before sending your query. Queries should describe the topic clearly and succinctly, addressing what aspects of the subject you will cover, experts you will interview, photos/illustrations, expected length, how the article will help our readers and why you’re qualified to write it. We accept full submissions of entire articles as queries, but do not guarantee publication.

Payment for print is in two forms: a promotional byline/brief profile of up to 50 words or a predetermined rate per published word. In the case of the latter, payment is usually issued within two weeks following publication and in accordance with the editorial assignment contract (Publication Agreement) to be signed by the writer. *Minimum* payment is 25 cents a published word, though rates are negotiable depending on qualifications.

Publisher purchases one-time rights to publish in the magazine in print and on the YW website, and full rights to sell PDFs of articles individually online or in any electronic form. Kill fees are 20% of the assigned fee. Kill fees are not applicable if the work is not of a publishable quality or is not focused appropriately on the agreed-upon topic.
Sample Copies
Print copies of Your Workplace magazine are available at many newsstands and bookstores, or PDFs can be purchased online at www.yourworkplace.ca. Single copies can also be ordered from us: from our website, over the telephone (613) 549-1222 or by sending $16.89 CND ($9.95 plus $5.00 shipping and handling, plus 13% HST) to Your Workplace, 23 Queen St., Kingston, ON, K7K 1A1, Canada.

Typography
Typeface: Times New Roman (12-point) is the body primary typeface for the magazine.
Paragraphs: left-aligned (no indents) with two spaces between paragraphs
Spacing: One space after sentences (not two).
Serial comma: Not typically used for journalism. For example, lists should read: leaders, executives and employees.
“m” dash: Use the “m” dash (two hyphens together or “Alt 0151”) should be used for a break or interruption in the sentence. Our style is one space before and after (spacing adjusted afterwards by graphic designer).
“n” dash: for dates, etc.
Hyphens: Used between two adjectives that describe a noun. For example, work-life balance.
Subheads and deck: bold and lowercase (except for first word).
Measurements: 500 to 600mg
Numbers: CP Style states numbers one to nine should always be spelled out and 10+ in numbers.
Italics: Used for emphasis sparingly
Quotes: Use double quotation marks, even for words with emphasis. Single quotes only for quotes within a quote.

Steps to writing and submitting your article
• Please submit your query or one-paragraph synopsis indicating who you plan to interview, title and company of the expert, why this article is important to our readers, and a basic outline.
• Submit your first draft with all references included in brackets following any facts (including all Internet references, sources, etc.). If an opinion or fact/statement comes from the expert you are interviewing, please make sure this is stated or is clear in the article. It is always better to over-source than under-source for the first draft.
• If you wish, you can also submit a second, clean version to us for easy reading.