

Editorial Guidelines

Your Workplace magazine

Established: 1998
Circulation: a diverse readership of 56,000 per issue
Accepts email submissions: Yes, this is preferred.
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Thank you for your interest. Below are details about YW and some guidelines for writing for us.

ABOUT YOUR WORKPLACE

The *Your Workplace* enterprise is a leading authority in Canada on work culture matters. Our brand consists of an award-winning magazine, published six times a year; events, drawing hundreds of delegates nationwide; an array of products devoted to inspiring thriving workplaces, and a website designed to be a one-stop shop for all things related to positive work culture.

Reaching decision-makers—executives, people professionals and leaders in progressive organizations—*Your Workplace* delivers leading-edge, premium content about culture, management, leadership, wellness and more. Our edgy style and experience in the market makes us a leading content company with a 360-degree view of today's workplaces. *Your Workplace* is nimble and current, and serves as the voice for the next generation of great people leadership in Canada. **Make. Work. Better.**

Subscribers include progressive organizations, and profiles award-winning organizations and what they do to make a difference.

OUR READERS

Our readers (many between 25 and 55 years old), are experienced, highly educated, affluent, employed, and active. Readers range from managers, HR professionals and leaders, to employees who seek solutions to problems in the workplace, such as those experiencing bullying, a difficult boss or coworker, or those seeking a career change.

OUR EDITORIAL VOICE

At *Your Workplace*, we can't stand the status quo of disengagement at work. Our voice is **unincorporate, fresh** and **edgy**. Every day we are conscious of the statistics that tell us that more than half of North Americans are not engaged in their work. We are the uncompromising resource that cuts through the crap to find a better way, and our content is **helpful, informed**, nuanced and fun.

We are not afraid to go against the grain or to forward positions against the accepted wisdom; our content is valuable and not just filler, stimulating and not just idle reading. Our desire is to awaken readers to better choices for a more fulfilling work experience.

Your Workplace aims to inform executives, HR managers and general managers about workplace trends in Canada and internationally. Our mandate is to **inspire** readers, to **inform** and **influence** decision-makers, and to **advocate** for thriving workplaces with healthy and engaged employees.

Your Workplace magazine has won numerous awards, including Cover of the Year for a business magazine in 2003, a 2005 award for Business of the Year by the Chamber of Commerce, and 2014 Canadian Cover Award.



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.

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, such as interviews with experts or new research. **We will not print previously published stories.** As we are certified as "Genuine Canadian", organization, sources, statistics and material should be Canadian. Since we are national, avoid a local bias. When selecting interview subjects, keep in mind Canada's diverse cultural makeup—this diversity should 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 footnotes. This is for fact-checking, legal purposes or if we have a question.

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

Expert Guest columns — YW welcomes submitted or invited commentaries from experts of the business community. Such articles should be no longer than 650-8500 words, and should be accompanied by a photo of the author—include the photographer's name so that a photo credit can be given. Generally, in lieu of payment, we offer a place for self-promotion in the "about the contributor" line at the end of the article.

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 the editorial email noted above.

PHOTOS/GRAPHICS

A picture is worth a 1,000 words! To be considered for use, photos must be of clear, high resolution quality conveying emotions and atmosphere. Look beyond the straightforward, consider unusual angles, and show natural, real-life people (not staged). Photo size should be as large as possible @300 dpi.

Photos, illustrations, or graphics to accompany your piece will increase readership and may assist in publication. If interviewing an expert, request a headshot or take an on-site photo from the person you are interviewing. Include the full name of the person or people in the photo, and include a photo credit. Please inform the editor if you have a potential photo or illustration (or an idea) for the piece, and email photos, graphics, or image questions to the editorial email noted above.

Line art, cartoons and anecdotes related to the workplace are welcome for consideration.

EDITORIAL THEMES

Our thematic points of interest include (but are not limited to!):

Culture: Work culture emerges from the communal values and behaviours within a workplace. How can organizations foster an engaged and productive culture?

- building an effective team
- creating a vibrant culture
- managing the generation gap
- detoxifying toxic workplaces

Managing/Coaching: What are the most effective and progressive management strategies? How can coaching be used to achieve better results?

- staff retention
- mentoring programs
- employee engagement
- flexible work arrangements

Wellness: The rise in benefit claims indicate that our employees are not well. Mental health is increasingly part of the conversation.

- mental illness
- managing disabilities in the workplace
- absenteeism and presenteeism
- wellness initiatives

Leading: Leadership is the key to navigating organizational change and creating a cohesive & satisfied team.

- approaches to leading
- succession planning
- rewards and recognition
- transparency

FEATURES

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

Profiles/Thriving 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.

QUERIES AND PAYMENT

Please read our magazine and explore our web site at: 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 one of two forms: a promotional byline/brief profile of up to 50 words or a predetermined flat fee. 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. The flat fee for a short article is generally between \$150 and \$250, while features typically pay between \$400 and \$600. Rates are negotiable depending on the qualifications of the writer and the length of the article.

Publisher purchases one-time rights to publish in the magazine in print and on the YW web site, 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.

TYPOGRAPHY

Typeface: Times New Roman (11-point) is the body primary typeface when submitting content.

Paragraphs: left-aligned (no indents) with two spaces between paragraphs

Spacing: One space after sentences (not two).

Serial comma: Not typically used. 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 half space before and after (spacing adjusted afterwards by 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 SUBMITTING YOUR ARTICLE

1. First, please submit your query or one-paragraph synopsis indicating a basic outline, who you plan to interview, title and company of the expert, and why this article is important to our readers.
2. Submit your first draft with all references included as footnotes (including the full coordinates of everyone interviewed or cited, all Internet references, sources, links to research/studies, 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.
3. Be open-minded and willing to receive feedback from the editor as we know our audience and style the best.
4. Submit your final version within 24-hours of receiving comments or request for revisions from the editor.

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 our website, over the telephone (877) 668-1945 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.