

Breaking Into Publishing: Books & Magazines

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Magazine Publishing

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Find the right magazine

- Consider magazines you read, see on newsstands, or check out their websites
- Look for their particular slant:
 - Audience skill level (beginner, intermediate, expert)
 - Editorial focus (broad or specialist, technique or project, etc.)
 - Aesthetic (traditional, art, modern, contemporary, etc.)
- Does a magazine speak to the type of quilters that respond to your work?

Pitching editors

- Submissions guidelines and/or contacts on magazine website
 - Or find editorial contact on masthead, or through a friend
- Send a query letter (by e-mail) with an image of your proposed project or an article idea
 - Annual *Writer's Market* book gives tips and examples of successful and unsuccessful queries
 - Good, well-lit photo of a finished quilt if you're new to publishing
 - Some mags accept or prefer design sketches (e.g., Electric Quilt designs) so new fabrics can be slotted in
- Ask to be added to list for Calls for Submissions or Editorial Calendars
 - Some may be available online

The publishing process

Your submission

- Finished quilt
 - Editor may have input on fabrics, size, etc.
- Written instructions
 - Follow mag's style guide
- Reference images
 - Editor should explain what they need. The more specific, the better.
- Accurate templates
 - Label dimensions in case scale gets distorted

After submission

- Instructions will be copyedited and tech edited
 - Technical editor checks instructions for accuracy, clarity, and completeness
 - Editors may have questions for you, esp. if there are discrepancies in instructions or templates
- Project will be photographed
- All elements put into layout
 - You may be asked to proofread pages
- Goes to print then newsstands

Contracts and rights

- Never submit quilts or articles without a signed, executed contract
 - Have it in writing because publishing industry is volatile
- Don't be afraid to negotiate (especially book contracts)
 - If you come bearing gifts, will you be compensated?
- Look carefully at the specific rights the publisher is requesting
 - Can you republish a project as a standalone pattern? In a book?
 - Can the publisher reuse the project? (Usually yes, uncompensated)
 - Reuse in anthologies or other compilations
 - Derivative works (resewn versions)
 - Online sale as standalone pattern (beware!)
 - Free patterns online or for e-mail subscribers