

How to Write for HOW

HOW is the business magazine for graphic designers and a leading source of ideas and creative solutions for the industry. Published bimonthly, it's about 75% freelance written. Articles include: detailed information on industry trends; outstanding examples of design/illustration/photography (whether in the form of printed material, identity design, videos, CD-ROM, Web sites, signage programs, etc.); profiles of noteworthy industry figures (whether famous or up-and-coming), usually in conjunction with a specific project they've completed; business tips (e.g., how to avoid a tax audit, write a proposal, buy studio equipment); new technology; new disciplines for graphic designers; and pressing industry issues (e.g., copyright matters). Additionally, HOW publishes several special issues that deal exclusively with specific topics (e.g., self-promotion, interactive design, business, creativity). Visit HOWdesign.com to download an editorial calendar.

Who We Want

HOW seeks writers who can write articles pertinent to our audience in an entertaining, concise style. HOW writers must exhibit a thorough knowledge of their subject matter, as well as the ability to incorporate the character of the creative(s) about whom the article is written. We also request that you be accurate, prompt and—most important—willing to probe below the surface to develop an article that is of benefit to readers rather than a puff piece. This is what sets HOW apart from its competitors. Writers who can accomplish these points greatly increase their chances for future assignments.

Helpful Tips

- If a graphic-design project (whether printed or digital) captures your attention and makes you wonder how it was created, chances are it's a candidate for coverage in HOW. A good test is to run it by a graphic designer first.
- We strive for geographic diversity and are always interested in covering design firms and projects produced in the U.S. and internationally.
- HOW typically works at least five months in advance (see the current editorial calendar for deadlines). Keep this in mind when proposing time-sensitive ideas.

Make Us an Offer

Query (include SASE), detailing why you think your idea is good for HOW. Include an outline of your pro-

posed article and pertinent background information on the studio or designer you want to write about. Also submit examples of your previously published work. Include samples of the project you want to write about or a quality slide/transparency (duplicates only, please). Allow 4–6 weeks for response. Unsolicited manuscripts are OK; include SASE.

No simultaneous submissions, please; authors of unsolicited articles will be asked to sign a statement specifying that the article isn't under consideration by any other publication.

After the Go-Ahead

Please submit typed, double-spaced copy. Mac-compatible disk or email submissions are required. Authors are responsible for collecting artwork to accompany their articles and for writing the necessary captions. In some instances, HOW will assign a photographer for an article. Please check with the editor in charge of your story before discussing this with the subject of the article. Also, allow plenty of time for these arrangements to be made. Note: While photography suggestions are welcome, HOW will make the final selection and handle the assignment.

Money Talk

Payment is based on a set fee, rather than a word count. Columns in HOW typically run around 1,200 words, while features are 1,500–2,000 words. Payment normally ranges from \$250–\$800, depending on the complexity of the assignment and the writer's experience. Rewrites may be requested. Payment is made on acceptance. In the unlikely event that an assigned article is deemed unacceptable or we are unable to publish it, a 20% kill fee will be paid. HOW buys first-time North American rights, plus electronic rights and first-time foreign serial rights for publications licensed to use the HOW name.

Submitting Artwork

Submit actual samples (we don't accept original artwork), digital files or slides/transparencies (good-quality duplicates only, not originals). All artwork will be returned after publication. HOW is not responsible for lost or damaged artwork.

Send Submissions To

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