

HORSE JOURNAL SUBMISSION GUIDELINES

Horse Journal is a quarterly magazine covering North Bay equine and equestrian news and entertainment as well as the activities of the Sonoma County Horse Council (SCHC). Our goal is to provide resources to foster a successful journey with horses. We seek to reach an estimated 30,000 equestrians through direct mail to individuals, organizations, 35 local horse clubs, and with distribution to local feed stores and equestrian businesses. The magazine also appears on the SCHC website: www.sonomacountyhorsecouncil.org

We welcome your participation in generating *Horse Journal* written content and photography. We encourage you to send a query email before writing a complete article, describing the article idea and your background. Send queries and submissions to the managing editor, Patti Schofler, at schc.pschofler@gmail.com.

Please format your submissions as a Word document, one-inch margins, double-spaced, 12-point Times New Roman font. Include the author's name and phone number/email. Spell check your content. We work off of two style guides: *The Associated Press Stylebook* and the *Horse Journal Manual of Style*.

Articles may be rejected if they are overly promotional of products, services, businesses and/or organizations. All articles are edited before appearing in print. Authors retain copyright for their work and grant the Sonoma County Horse Council and the Sonoma County *Horse Journal* permission to print submissions without remuneration.

Let us know what topics you'd like us to cover. Send us news of your club or barn.

Feature articles: We are always interested in well-written articles that are educational, substantive and of interest to a broad range of equine fans. You are welcome to send the complete article for review, though we recommend that you first send a query letter, so we can determine the appropriate word count and how the article fits with an upcoming issue.

Where East Meets West: The horse community's most respected riders, trainers and judges, one from the world of English disciplines and one from the world of western disciplines, answer questions about care, training and horse ownership. Send us your toughest questions.

North Bay Horse People: North Bay horse people make the news. Tell us about someone who stands out in our area.

News & Newsworthy: For this section of the magazine, we welcome new items and announcements. Include a photo. Examples are show results, rescue organization/nonprofit updates and facility openings. Content should be 150 words or less.

Photographs: A photo must be the property of the submission's author or be accompanied by verifiable usage permission from the photograph's owner of rights. Submit photos in jpg, tiff, psd, or pdf format and at least 300 dpi (about 1 megabyte).

SUBMISSION DEADLINES

Winter Issue - Submission deadline November 15 - Publication January 1

Spring Issue – Submission deadline February 15 - Publication April 1

Summer Issue -Submission deadline May 15 – Publication July 1

Fall Issue - Submission deadline August 15 - Publication October 1