

MEN'S HEALTH

Men's Health

It's not easy to break into *Men's Health*. Don't even try if you haven't been published in a major magazine. Still with us? Okay, study a back issue or two, then consider the following: Most unsolicited queries fail because they don't address the *Men's Health* reader.

The *Men's Health* Reader

Our circulation is 1,625,000+; 85 percent of our readers are men. Our average reader is 35 years old and is a well-educated urban or suburban professional. He's active in a number of sports and exercise pursuits.

What We Cover

As you'll see, we're an authoritative source of information on all aspects of men's physical and emotional health. We rely on writers to seek out the right experts, and to either tell a story from a first-person vantage or to get good anecdotes. We carefully fact-check all quotes and health information contained in the magazine.

Tone

Most of our articles have the tone of a peer who happens to have spoken to a few authorities on the issue at hand. Imagine you're relating that information to the reader, one on one, over a beer or at dinner.

Length, Payment, Rights

The best place to break into the magazine is "Malegrams" or one of our one-page columns. For "Malegrams," we seek submissions of about 200 words. We pay \$25 to \$50 upon completion of fact-checking. Other than that:

Departments run 1,500 words and pay \$500-\$2,000

Features run 1,200-4,000 words and pay \$1,000-\$5,000

We usually buy all rights, but this is negotiated on an individual basis. We will consider buying second rights, if your published piece has not appeared in another national magazine, in another health magazine, or in another magazine written primarily for men. When we pay: For departments and features, following acceptance, upon completion of the fact-checking process.

The Departments

Malegrams: Short takes relevant to men. Clinical and research advances in health, medicine, psychology, sports performance, work and relationship issues, the offbeat.

Training: We cover what's tried and needs to be tried again (i.e., calisthenics revisited), as well as the trends.

Nutrition: What to eat and when.

Working: How to succeed. How to fail. How to know the difference.

Couples: New takes on major relationship issues.

Self-Care: What to do so that you don't have to call a doctor.

Looks: Practical and health aspects of grooming, dressing, etc.

Man-to-Man: Simple, well-told stories about manhood, manliness, machismo, momentary lapses. The wiser you are, the more of a wiseguy you can be.

Mind/Body: The psychology of men, and how that relates to health, exercise, performance.

Clips

We don't assign anything without seeing published clips. Photocopies are a good idea, as we may not return clips. Send your best. One or two will do. They don't all have to be about health or medicine. We want to see how well you report, write and interpret stories.

How to Query *Men's Health*

Structure an article proposal this way:

- Start with the lead you expect to put on the piece.

- Write a summary of where you'll go from there.

- Give specifics on whom you plan to interview, what types of real-life anecdotes you'll include, what research sources you plan to go to and what conclusion the story might reach. Queries shouldn't run longer than one page, single-spaced. We'll get back to you in two-four weeks. (Be sure to enclose a SASE.)

Manuscripts

If you send a manuscript, it must be typed double- or triple-spaced, with margins of at least 1 inch. Send a copy of your original, just in case. We report on manuscripts in four to eight weeks.

Back Issues

Call our customer service department at (800) 666-2303 to order back issues.

Please send article submissions by regular mail to me at the address below. No phone calls please!

Categories: Nonfiction—Careers—Diet/Nutrition—Fashion—Health—Physical Fitness—Recreation—Relationships—Sports/Recreation—Travel

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