



ABN 66 147 689 261 PO Box 901 Glebe NSW 2037 Tel +61 (0)400 809 922 Fax +61 1300 852 114

Email: <u>simon@wildlifesecrets.com.au</u> Website: <u>www.wildlifesecrets.com.au</u>

Writer's Pack

Thank you for considering writing for *Australian Wildlife Secrets* – Australia's premier wildlife magazine.

Our audience is largely family based, amateur wildlife enthusiasts and animal carers. Accordingly, we search the country looking for exciting, informative articles that encourage good wildlife management and the creation and care of yard-friendly environmental practices. While we cannot guarantee to publish any article, AWS staff will work with writers to prepare their submissions to work towards a likely placement.

As our magazine requires a balance of material, successful articles will be allocated based on the selection criteria for each issue.



What you need to know

Contract:

A writer's agreement setting out all relevant obligations will be sent on acceptance of material.

Fees:

Wildlife Secrets has a sliding fee scale for published articles based on the author's professional standing and the size and visual content of the material.

Please contact the editor to discuss rates.

Accepted formats: Word (.DOC) or Rich Text (RTF)

Credits:

Where applicable, this information should be supplied when submitting images and text. When using other author's images or words, ensure you have permission in writing from the owner and forward a copy of this documentation to AWS.

Copyright:

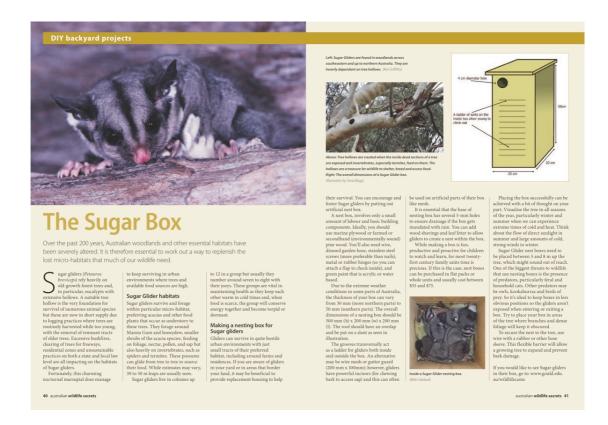
Authors own the copyright to their material and agree to exclusively license the work to Wildlife Secrets for a period of 12 months from publication, which means the article cannot appear in another magazine or on websites unless agreed in writing by Wildlife Secrets.

Quality assurance:

Wildlife Secrets takes much pleasure in presenting articles in a professional manner and as such we provide professional editing and proofing, design and layout, and print quality. A style guide is available and will accompany this pack or can be found on our website.

Layout and proofs:

When requested, we will send the author a PDF of their final article for proofing and any last-minute necessary changes.



A sample feature-with-images post-design

Images

AWS accepts RAW, Tiff or Jpeg (jpg) and will also take slides (to be scanned).

Mail DVD/slides (registered) to:

Simon Watharow

PO Box 4760 Knox City, 3152 Victoria.

Email: (under 10 Mb) simon@wildlifesecrets.com.au

Photos provide much interest for readers. Therefore they need to be sharp, in focus and high resolution where possible. Low-resolution images may be used but severely restrict usage. AWS requires usually 1-5 megabyte images to carefully manipulate the usage. When using DSLR have the setting on RAW or maximum DPI resolution. Website images are rarely used.

Professional images by request are used and rates will vary depending on size, usage and placement in magazine. Please email to offer your services and a list of requests goes out during each magazine for images, and chosen images selected and paid for after printing.

Rates: from \$25 an image.

Wildlife Secrets Style Guide

Articles may be edited for consistency, length and placement.

It also helps if your submitted articles to conform with the AWS style guide. Key elements of the guide include:

Animal names:

- Scientific names are capitalised and italic, but a special epithet is not capitalised, as in Aquila audax (Wedge-tailed Eagle)
- When plural, species name is lower case, as in Wedge-tailed eagles
- Common names are capitalised (as in Bennett's Wallaby) and roman
- Generic names (as in wallaby or waterbird) is lower case

Numbers and measurements:

- One to ten is spelt out unless a measurement or date (as in one egg); 11 and on are numeric
- All measurements are metric and contractions (as in cm, km, etc.)
- Spans are set with an en dash, no spaces (as in 9–10 cm)
- Dates are day, month, year, no commas (as in 16 March 2011)
- Up to 9999 no commas used, 10,000 and on with comma

Places and organisations:

Captialised (as in Murraylands Region, Wombat Awareness Organisation)

Spellings:

waterbirds (1 wd) waterlogged (1 wd) ton (not tonne)