

## CAA MAGAZINE WRITERS' SUBMISSION GUIDELINES

Through engaging editorial on topics such as travel, automotive, popular culture and everyday living, *CAA Magazine* communicates all aspects of the Canadian Automobile Association brand. *CAA Magazine* presents exciting original work from Canada's top magazine writers, photographers and visual stylists. In tandem with the lifestyle focus, *CAA Magazine* also showcases the variety of benefits available to CAA Members.

*CAA Magazine* is published quarterly by Redwood Custom Communications, with issues in home for Spring (mid-February), Summer (mid-May), Fall (mid-August) and Winter (mid-November).

### General Guidelines for Writers:

Story ideas should be submitted in the form of e-mailed queries of two to three paragraphs, to [caamagazine@redwoodcc.com](mailto:caamagazine@redwoodcc.com). Please also include a list of where you've been published. Allow for sufficient response time. As we are a custom publication requiring client consultation, immediate responses are not possible.

CAA's demographic is quite varied, ranging from age 25 on up, with a relatively high income and educational level significantly above the national average. Readership is approximately 45% male, 55% female. Articles should appeal to both new and long-time members, and to the full range of our readership.

*CAA Magazine* is published in four versions tailored to regional clubs in Niagara, SouthCentral Ontario, North and East Ontario, and the Maritimes. The magazine contains both club-specific regional content and shared national content. Articles should have a national scope where possible. Regional versioned content is the responsibility of the individual clubs and is not commissioned by Redwood. Redwood accepts freelance queries for common content stories, in the following areas: Travel features, Lifestyle stories (both features and for our "Life Lessons" column) and Automotive stories (both features and for our "Wheelspin" department).

Articles should be enjoyable and informative, entertaining but also respectful in their use of language. Use quotations and examples from a variety of sources and strive to include information that will appeal to the wide demographic of our readership. Do not use the first-person voice unless specifically noted in an assigned creative brief. While you will want to evoke a sense of direct experience, it's important to remember that the subject of a travel feature is the destination, not the writer.

The fee will be established when you are commissioned to write the article, and will be based on both word count and the amount of research involved.

When a specific word limit is requested, please try to stay as close as possible to the limit. If it doesn't fit in the layout, it will be cut. Please check grammar and spelling before submitting, but do not rely exclusively on computer spell-checkers.

When submitting your story, please include all contact numbers and cite resources used in order to assist us in fact-checking.

Recommended Dictionary: Canadian Oxford Dictionary  
Recommended Style Guide: Canadian Press (CP) Style Book.