

Guide for submitting stories to *Paramus!* Magazine

Dear local businessperson:

Paramus magazine provides a unique opportunity for your business – to be noticed, to be distinguished, and to share your business's value with thousands of the magazine's readers.

If you have never written or provided a publication with a story (which we'll also refer to here as *an article*) about your business, then please read on for some practical advice.

Even if your business *has* been profiled in a publication, perhaps with the help of a writer or a public relations professional, it's still worth reviewing the points below.

The purpose of the publication:

Paramus! Magazine serves the residential and professional population of greater Paramus. It is neither a lifestyle magazine nor a strictly business publication, but rather a blend of the two. It serves the residential community with stories that ultimately link back to individual local businesses or entire industries.

Story length / word count:

A typical full-page story is approximately 750 words, including byline and footer but *not* including headline, and *not* including photo. A half-page story is approximately 375 words, including byline and footer but *not* including headline, and *not* including photo.

Typical article's elements:

- **Headline:**

Feel free to include headline or multiple headline ideas. Our editors will assist if necessary

- **Byline:**

This appears at beginning of, and slightly separated from, the body of the article, and gives credit to the author. There is no other text included here.

- **Body of article:**

This is the main text of your article, not including header (see description above) or footer (see description below).

- **Photos, photo captions & photo credits:**

Please provide a small number of photos that you think would compliment your story. Resist the urge to submit a posed portrait of your staff or the front of your building (or a combination thereof!). Photos should add comprehension to your story and put readers “in a moment.” Hence, candid photos that suggest a story of their own – or that reinforce the story – are best.

Photo requirements:

Photos are best provided as digital files such as JPEG or TIFF. Do not send photos embedded in other files such as Word, Publisher or PDF. Do not send photos pulled from web sites – such low-resolution photos would need to be reduced 4x to achieve proper resolution for print reproduction. “*As close to the original as possible*” is a handy rule to remember. Contact us with any questions about your photos.

Photo Captions:

Please provide a concise caption to appear with the photo. At a minimum, describe “what” is taking place and “who” is in the photo. But also consider telling a [very, very] short story too; something to add life and interest.

- **Footer:**

Appearing at the end, and slightly separated from, the body of the article, this is the story’s “last word.” We suggest that it provide a bit more information about the author and/or the business. It should be brief and editorial (versus sales-oriented) in nature.

What constitutes a “good story” about your business?

While there are an unlimited number of “angles” or points-of-view that a story could take, some qualities are universal:

- **Keep your reader in mind / put yourself in their place:**

As fascinating as the details of your business are to you, assume that readers are only mildly interested. Don't fall into the role of the lecturing expert – readers have many competing options and will simply turn the page if you bore them.

- **Resist the urge to sell:**

No one wants to buy on your schedule. If readers are not in the market for your product or service, no amount of hard pitching or intricate details will change their minds. Magazine readers like to learn new things and retain what may someday be of interest to them – when the time comes to buy.

- **Make a human connection:**

People like stories about people more than stories about things; stories with some emotion, stories of triumph over adversity, stories of sacrifice, of charity, of perseverance and foresight. You may not be writing a novel or screenplay here, but if themes that move people and hold their interest are woven into your article, readers will stay with you.

Other tips:

Break-up your article with subheads or “sidebar” information.

Especially for full-page articles, a story broken into “chunks” allows readers to graze first and “rest” while reading. A sidebar might include details or interesting digressions that would otherwise interrupt an interesting narrative.

How we will handle your submitted article(s):

Like any publication, Paramus! Magazine will review and edit your text. Some of the reasons are fairly obvious, such as fitting the article to available space or the correcting of spelling and grammatical errors. Other reasons are less obvious, e.g. the articles need to match the mission and the ethical considerations of the magazine. Our editorial board will do their very best to adhere to and enhance the original spirit of your submitted article, but also is responsible for producing a consistent product, for the sake of future submitters, for our advertisers, and for the greater Paramus community who read the publication and trust us to represent the community fairly.

Thus, **it is important to remember that Paramus! Magazine reserves the right to edit submitted articles as it sees fit.** By submitting your article for editorial consideration, you are consenting to our good-faith treatments and modifications. Further, to ensure a predictable production cycle, your submitted articles become the property of Paramus! Magazine, for us to use at our discretion, and in any context that we determine to be appropriate for the magazine.

We welcome your feedback; your thoughts, ideas and questions. We aim to serve you by continually improving the quality of the publication, thereby giving your stories the reach and the attention they deserve.