



WRITING GUIDELINES

GOLD COAST CAPTURED

WRITERS' GUIDELINES

Thank you for your interest in contributing stories to Gold Coast Captured.

Features

We aim to capture new, exciting aspects of the Gold Coast in ways that are fun, different, stylish, humorous, and, above all, inspirational. Feature ideas that take a theme are particularly attractive, as are trend or lifestyle pieces. In-depth food and drink, culture, adventure and event features, or those that cover a specific or unusual aspect of the Gold Coast, are also of interest, as well as traditional straight travelogues.

Point of view

We prefer a mix of first- and third-person articles. Generally speaking, we prefer to reserve first-person articles for expert or high-profile writers, but are always open to great pitches. Given that we want to impart an on-the-ground 'insider's knowledge' feel, we are also very keen to publish features from those who either live in, or are very familiar, with a destination rather than travel writers who visit for a few days.

Tone

Gold Coast Captured's tone is chatty and light-hearted. Academic and hardnews styles should be avoided. Stories should not be overly promotional, but independent. Hotel reviews should only be included as a breakout box, and not as an entire article.

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Commissions

Most Gold Coast Captured features range from 500 to 1,000 words, depending on the subject. All stories should be supplied with heading and subheading options, as well as information box-outs. Hi-Res images suitable for online must be included with full photo credits.

How to pitch for Gold Coast Captured

Most features are written by freelancers, but please note: we do not accept unsolicited manuscripts. If you are interested in writing for Gold Coast Captured, please send ideas only, not completed features.

We prefer pitches to be made by email as opposed to telephone. We do not accept pitches which aim to promote specific products or businesses.

Pitches should be thought out and focussed. Please do not send through lists of short, incomplete ideas. Like a completed story, the pitch should have a headline, deck and strong lead. A well-crafted pitch will usually run a paragraph or two in length, in which a writer should explain how they envision the completed story and why they think it works for Gold Coast Captured.

Please look through recent stories on our website www.goldcoastcaptured.com to make sure we have not recently run a piece similar.

Prospective contributors doing preliminary research for a story must avoid giving the impression that they are representing Gold Coast Captured. We expect writers to be objective and adhere to journalistic codes of ethics.

Contact

Email proposals to: hello@goldcoastcaptured.com
