



### **Your Cat - freelance writers' guidelines**

When contacting the magazine with a feature idea, or sending in a manuscript, please bear in mind the practical nature of Your Cat, the importance of photography, and the use of case studies/personal experience. Although writers aren't expected to include photographs, the copy needs to be presented in such a way that it lends itself to ease of illustration and/or photography.

#### **Feature content:**

Bear in mind the type of articles already carried in Your Cat. The magazine is aimed at the everyday cat owner or cat lover, with stories to entertain and practical features full of tips. Articles relating to everyday life with a cat, a story about a very special cat, or how to deal with problems in cat ownership are the type of material we are looking for.

#### **Style:**

The magazine's style is relaxed and chatty, yet informative. Copy is best broken up into small sections. The use of readers' experiences and case histories to get across or illustrate a particular point works well. Plenty of use of quotes. Features/articles with a practical theme stand the most chance of being used.

#### **Length:**

The total length of the article should be no more than 1,500 words. However, series are acceptable up to three parts long. Where possible, each feature should be split up into copy sections (for example, three sections of 500 words each).

If you have a query about any of these guidelines, or would like to discuss an idea for a feature further, contact the editor, Emily Wardle, at [emily.wardle@warnersgroup.co.uk](mailto:emily.wardle@warnersgroup.co.uk)