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800/258-0929

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www.northlightshop.com/category/watercolor-artist

Submission Guidelines for *Watercolor Artist*

Watercolor Artist is a bi-monthly magazine for artists of all skill levels working in water-based media, and has a circulation of 52,000. Every word we publish must inform, instruct or inspire the watermedia painter. Our readers want specific ideas and tips that will help them succeed, whether success means finding personal creative fulfillment through painting, improving their skills or building and maintaining a successful painting career.

Our voice is conversational, engaging and informative. Feature articles should emphasize the creative process. Important or unique techniques and methods must be specifically explained and/or demonstrated. **A familiarity with the magazine is a must.** Back issues can be ordered by calling 800/258-0929 or visiting www.northlightshop.com/category/watercolor-artist.

Feature Submissions

Artists or freelance writers should query in advance, rather than send unsolicited manuscripts. Queries should include:

- At least 8-12 slides or larger transparencies, or hi-resolution digital images on CD, of the artist's work. These images are critical; our decisions regarding features are based first and foremost on the quality of the artwork. All slides should be in protective sleeves and labeled with the painting's title, medium and dimensions. Please also enclose an inventory sheet listing the artwork you're sending us.
- The artist's résumé or some brief biographical information. (A freelance writer should also include his or her own résumé and clips of previous work.)
- A brief outline of a proposed article. Freelance writers generally should propose an article on a specific artist with whom they are in contact and who has agreed to be the subject of an article.
- A self-addressed, stamped envelope (SASE) large enough and with sufficient postage for returning the materials.

We'll try to respond to your query within three months.

NOTE: E-mail and phone queries are not accepted. Additionally, we cannot accept photos, prints or a referral to an artist's website in lieu of slides or transparencies.

Feature articles can range anywhere from approximately 500 to 2,000 words. Freelance writers must have the ability to write specifically about the artist's techniques, from the artist's viewpoint, using the language of art. Typically a negotiable payment is made only to the writer. Writers are paid depending upon the length and complexity of the article submitted, though payment usually does not exceed \$500. Our magazine production process requires that we work far in advance of publication, so it can be as long as one year after acceptance that an article is published. Slides and transparencies will be returned after publication of the article.

Other Opportunities

Artists and writers interested in contributing to our columns, which include Making a Splash, Creativity Workshop, Meet the Masters, Studio Staples and Watercolor Essentials, should specify the column in the query letter, which must include a detailed article proposal. Images must be submitted in the manner described above, along with a résumé, clips or any other appropriate evidence of expertise.