

# Activities Guide of Maine

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2017

### What we're about

Born from a passion for adventure, the Activities Guide of Maine allows you to discover exciting travel and recreational opportunities around Maine. Combining the experiences and resources of our advertisers, world class partners, writers and contributors, we bring you a unique selection of ideas that range wildly in their destinations and activities, yet are tied together by a basic principle: have fun in Maine!

### What we're looking for

Activities Guide of Maine relies on a group of regular writers and occasionally accepts submissions or solicits articles from freelancers who are familiar with Maine's myriad of outdoor sports, activities, and events. For the summer issue, we're looking for original voices and angles from places to hike and camp off the beaten path, road trip adventures (1-3 day), features on interesting people who work in the outdoors for a living (such as whitewater raft guides or Maine Wardens), outdoor fitness, beer hikes and outdoor brew events, survival stories and tips, wildlife, and recreational opportunities. We like energy. We like fun writers. Our regions to cover include: Aroostook, Downeast & Acadia, Greater Portland & Casco Bay, Kennebec & Moose River Valley, Maine Lakes & Mountains, Midcoast, The Maine Beaches (Southern Maine) and the Maine Highlands.

### What we're not looking for

Not to be picky, but we don't need an article pitch on beet farming; please know what our magazine is about before pitching. We also strive to be an insider's guide to the latest news, trends and outdoor recreational opportunities, but are not so much interested in "If I visited Maine, here's where I'd go" type of pieces.

### Write to be found

Web surfers will be more likely to find your article if it is optimized for Google's search engines (also known as SEO). There is a wealth of information out there for SEO article writers, but the main points to keep in mind are:

- Know what the effective keywords are for your topic (what readers most often type into the search box when looking for content on that particular subject).
- Once you identify a primary keyword or phrase, use it in the title, in the first sentence, and in the last sentence. This makes your topic obvious to search engines, as well as to readers.

### Submission Guidelines

- Submit a brief story idea with outline, and sources you plan to include by email only (please don't attach your pitch in a Word document).
- All queries should be accompanied by a link or PDFs of one or two published writing samples.
- We don't accept previously published submissions.
- Like most magazines, Activities Guide of Maine accepts queries at least four months in advance, unless you are personally contacted by the editor.

### Payment & Details

If Activities Guide of Maine accepts your story pitch, you will be emailed a Writer's Assignment with word count, deadline and projected payment. An affirmative response to that email is considered "the contract." Every article will need edits and photos and the content manager will work with you on those once the article has been submitted. The Activities Guide of Maine will have first rights to publish your article in both the magazine and electronically.

Most of the photography in Activities Guide of Maine is commissioned, but if you have particularly interesting or unique photographs, please email low-resolution images to [submissions@activitymaine.com](mailto:submissions@activitymaine.com). Payment will be determined per photo.

Direct pitches to [submissions@activitymaine.com](mailto:submissions@activitymaine.com). Due to the increasing number of queries we receive, we cannot respond to most pitches right away, but will do our best. If your idea is something that will fit our magazine, you will be contacted.