

# Maine BrewGuide

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2017

### What we're about

Maine BrewGuide and upcoming website are dedicated to Maine-made beer and liquor for craft brew and spirits enthusiasts. Published three times per year, the magazine serves the dual purpose of being an insider's gazetteer with cutting edge topics from Brew News (to inform readers of the latest beer trends) to openings, expansions, a brewfest calendar and happenings from every region of Maine. Our readers are primarily beer and spirit consumers, but they also include brewers and industry professionals.

### What we're looking for

Maine BrewGuide relies on a group of regular writers and occasionally accepts submissions or solicits articles from freelancers who are familiar with Maine and the craft brew/spirit scene. We're looking for original voices and angles from cool happenings in breweries around the state, to home brew articles and features on interesting brewers. We like energy. We like fun writers. While methods of making beer and spirits, beer reviews and profiles on tasting rooms seem like the obvious topics, we're open to new ideas and unique angles on people, places and ingredients. Ask yourself: what would make someone find your article so valuable they'd keep it as a reference? Or would they find it entertaining enough to share on social media with a friend?

### 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 breweries, distilleries, but we 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, Maine BrewGuide accepts queries at least four months in advance.

### Payment & Details

If Maine BrewGuide 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 Maine BrewGuide will have rights to publish your article in both the magazine and electronically.

## **Photography Submissions**

Most of the photography in Maine BrewGuide is commissioned; but if you have particularly interesting or unique photographs, please email low-resolution images to [submissions@activitymaine.com](mailto:submissions@activitymaine.com). All subjects in the photo must be 21 or older. Payment will be determined.

## **Submit**

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. Please be cool and don't send repeated follow up emails. If your idea is something that will fit our magazine, you will be contacted.