

**PetFolio** magazine publishes six times a year to feature key issues in animal care, breeding and rescue prevention. The life stories of extraordinary pets find space within our pages, along with the latest trends in animal art and culture. **PetFolio** is also a website with original editorial content, links to the hottest pet pages on the web, and business connections galore.

**PetFolio** has a readership of 45,000 and distributes our publication to more than 300 pet stores, vets, groomers, post offices, libraries, coffee shops, and dog-friendly establishments in Reno, Sparks, Carson City, Dayton, Fallon, Fernley, Silver Springs, Minden, Gardnerville, Virginia City, and Elko, Nevada, and also in South Lake Tahoe and Olympic Valley, California. The publication may also be found in the Scolari's and Smith's grocery outlets, Kmart and Sears.

New or experienced writers are welcome to submit articles in any category throughout the year.

### **Rights:**

Previously published work is acceptable if the author holds rights to the manuscript. These rights must be documented and included with the submission. **PetFolio** holds one-time rights to the article for one full year, beginning at publication date and then returns those rights to the author.

**PetFolio** may publish select articles online under the same terms.

### **Compensation:**

**PetFolio** serves as an education and communication network. As such, many of our authors choose to donate their skills as writers. As a free-to-consumer publication, we can't pay much, but we do offer \$25 for the first contracted feature article and the chance to connect with readers of one of the fastest-growing pet magazines in the Northwest. Subsequent articles are paid at \$25 for shorts, with a word count less than 300, and \$35 for features, with word counts of more than 300, provided that photos and approvals are given. Please request compensation at the time you submit your article. Only hard-copy printed articles are compensated, web site article get no compensation.

### **Deadlines:**

Article submissions are accepted at any time to be considered for future publication. Our deadline is the 2nd Friday two months prior to each issue. We accept and encourage article submissions earlier than the given deadlines:

Dec 12 for the Feb/Mar issue  
Feb 13 for the Apr/May issue  
Apr 10 for the Jun/Jul issue  
Jun 12 for the Aug/Sept issue  
Aug 7 for the Oct/Nov issue (early due to staff vacations)  
Oct 9 for the Dec/Jan issue

### **General issue topics:**

Feb/Mar issue: Birthday  
Apr/May issue: Horses  
Jun/Jul issue: Art Paws

Aug/Sept issue: Cats  
Oct/Nov issue: Dogs  
Dec/Jan issue: Holiday / Unique Pets

Authors may expect comments from editors one week following the submission.

## **Format:**

**PetFolio** editors believe good words are never wasted; we're not likely to reject responsible, objective articles; however, space is limited and we might not be able to use your article immediately. We do have a few house rules to meet an increasing demand. Articles not received in the proper format will be rejected.

All submissions must typed, single-spaced, in simple text-only format (no fancy formatting) to: [michelle@petfoliomagazine.com](mailto:michelle@petfoliomagazine.com). See below for word count maximums.

## **Please use the following format with Times Roman 12-point font:**

The first page must include, in the upper left-hand corner:

Feature Article/or Department: Title:

Catch Line: Statement to catch the attention of the reader

Byline: your name, pseudonym (if used)

Full mailing address, telephone number, e-mail address

Photos: pic file title, caption and photo credits for each included picture

Author's Bio: 30 words or less, fun description of the writer

Articles are to be submitted via e-mail as attachments in Microsoft Word formats. It is extremely important that authors also copy and paste the text into the body of the e-mail message.

**PetFolio** encourages authors to submit artwork and photographs along with articles. A picture is worth a thousand words! Photo prints are preferred. Images must be in color, saved as native files, or submitted as no less than 300dpi. No black and white, please. Original color photos may be mailed to us, with SASE if you wish them returned. Include captions to your photos and applicable photo credits included on the e-mail with photos attached or written on the back of photos sent by mail.

## **Departments:**

### Features:

A maximum of 425 words. If you have an idea of interest that will require a higher word count, please contact [michelle@petfoliomagazine.com](mailto:michelle@petfoliomagazine.com) for approval.

Vet View, Horse Talk, Training Tips, and Pet Therapy: A maximum of 350 words written by specialists. These departments are informative, insightful, and descriptive analyses of animal health, intuition, and the healing power of pets.

Editorials: A maximum of 450 words supported by strong, concise argumentation.

**PetFolio** editorials aim to highlight issues of concern, raise awareness, and make

recommendations for change at a local or state level. Editorials are not compensated.

Tack Ups, Small Business Spotlight, and Hoof Beats: A maximum of 200 words written in a light, engaging style. These departments aim to highlight community news, business, tips for pet care and entertainment reviews.

Animal Attractions: in the following format: Date, Name of organization, location, time, short description (10 words or less), phone number or website.

Example:

July 20 Art Paws in the Park. McKinley Arts, Keystone/Riverside, Reno. 10am-3pm. Free canine carnival, pet painting, art show and more. 775.722.9914 or [petfoliomagazine.com](http://petfoliomagazine.com)

**Contacts:**

Submissions: Please send submissions via e-mail to [michelle@petfoliomagazine.com](mailto:michelle@petfoliomagazine.com). Authors who do not have access to e-mail must mail a CD of their work to **PetFolio Magazine**, P.O. Box 8997, Reno, NV 89507. Please direct telephone inquiries to 775.722.9914.

Images: Please mail artwork and photographic images to the address listed above.

**Become a part of the PetFolio team!**