

# get lost

inspiring travel

## SUBMISSION GUIDELINES

We're a quarterly magazine producing four issues per year, so we can't publish all of the submissions we receive (there are a lot). To better your chances of becoming a *get lost* writer, please stick to the following guidelines.

### How to pitch

Please do not send complete stories – we won't get around to reading them. If you are a professional writer/photographer and you've been on a trip(s) you think is suitable for the magazine, email [submissions@getlostmag.com](mailto:submissions@getlostmag.com) with the following details:

- a brief bio with examples of published work (if we haven't worked with you before)
- a brief outline (one or two paragraphs) of the trip you have taken and the story you wish to submit
- a sample paragraph
- a selection of lo-res image examples (Note: writers are expected to supply their own professional images suitable for the pages of a glossy travel magazine).

*Please send one email with lo-res images attached and all body copy in the same email.*

We'll do our best to get back to you, but sometimes this may take several weeks. If you haven't heard from us after four weeks, please feel free to email us again.

### What we publish

To understand what we publish in the magazine you need to read the magazine. Get to know our sections and the tone and style of the publication. Look at what destinations we have covered recently – if we've just published a feature on music in Cuba, it's unlikely we'll do the same thing, or anything similar, for quite some time.

We accept freelance submissions for the following sections:

#### 1. Retro Travel

This is a fun section that relies on you having some old-school photos and a short yarn on travel in the old days (1970s or older).  
*200-300 words*

#### 2. You Wish

Make our readers insanely jealous! It could be anything from a stay at an incredible hotel to a once-in-a-lifetime travel experience. Again, this relies on you having amazing pics to sell the experience.  
*300-500 words*

#### 3. Holiday Ideas

Provide us with a budget and an itinerary for a specific holiday break. Our writers for this section are experts on the chosen destination.  
*1,000 words*

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### 4. Photo Story

A five or six page spread with world-class photos and detailed captions. This section highlights the best photography from across the globe. You must provide an engaging intro, informative captions and images that tell a story.

### 5. Food

Give us the lowdown on a country's/region's food, or interview a well-known foodie with a connection to travel. For example, we previously interviewed Anthony Bourdain. You must have a serious interest in food writing and photography.  
*1,000–1,200 words*

### 6. Music

Fill us in on the music scene in a country/region/city, or interview a well-know musician with a connection to travel. For example, we previously interviewed Xavier Rudd.  
*1,000–1,200 words*

### 7. Travel Job

Know someone with an interesting travel-related job, or job that allows them to travel? We cover NGO workers to professional surfers.  
*1,000–1,200 words*

### 8. Confessions

Confess something weird, wild and wonderful from your travels. We look to use well-known writers for this section – Rolf Potts, Tom Miller, Alain de Botton and the likes.  
*700 words*

### 9. Destination Features

Your best, most engaging trips from around the world. We aim for specific holiday ideas rather than articles about an entire country or region, and we always publish a festivals feature in every issue. Go for fun, first-person pieces that inspire our readers to emulate your experience. Focus on the experiential side of travel rather than the factual/guidebook side. Use dialogue, but sparingly. Give us an engaging/atmospheric opening, a strong middle and a neat ending. Tell us about the sounds and smells, tastes and more!  
*1,800 words*

## What you must submit

You must give us service information for our get planning section. Tell us how to:

- get there
- sleep there
- stay there
- tour there.

Please tell us the costs in Australian dollars.

At the bottom of each page we also print quirky factoids called 'get in the knows'.

*You must submit at least five interesting factoids about your featured destination.*

## Our readers

Remember your audience. Our readers are well-travelled, educated men and women between the ages of 25 and 45. They have a high disposable income and are willing to spend up big for the right travel experience. They might sometimes travel with a backpack, but they're not necessarily backpackers. We call them flashpackers – people with a backpacker's sense of adventure, but will also splurge on a nice hotel and a decent meal. Our readers are looking for inspiration for their next trip – so give it to them!

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## STYLE GUIDE

For general guidelines please refer to the *Macquarie Dictionary* and the *Commonwealth of Australia Style Manual* (we use the sixth edition, published by Wiley).

### Voice

- Write in active voice, not passive

### Punctuation

- Use a spaced N-dash ( – )
- Use double quotes for speech and anything quoted from speech
- Use single quotes for everything else, like when referring to the meaning of specific foreign words
  - » The French word ‘chat’ means ‘cat’ in English
- When foreign words are used directly in text just put the English translation in brackets with no quotes and no italics
  - » The extranjeros (foreigners) in Buenos Aires have brought a lot of money into the city
- In dialogue, all quote marks go outside any other punctuation
  - » “I love Tokyo,” she said. “I can’t wait to go back.”
- Start dialogue with an upper case
  - » I said, “Why do you like it?”
- Write initials without a full stop
  - » EM Forster
- Use unspaced ellipses (...) but put a space after if a new sentence follows
- Italicise film, books, plays, CDs, TV shows, painting/sculpture titles and boat names – don’t use quote marks
- Write song titles with single quotes – no italics

### Capitalisation

- Capitalise proper nouns (check the Macquarie if in doubt)
  - » The Yarra River runs through Melbourne
- Use lower case when referring to a generic word by itself
  - » The river is named after an Aboriginal tribe
- Don’t capitalise compass directions, unless part of a proper noun
  - » South-East Asia
- Don’t capitalise seasons
  - » spring, summer, etc

## STYLE GUIDE

### Numbers

- Spell out numbers at the beginning of sentences
- Spell out measurements
  - » kilometres, centimetres
- Spell out general numbers up to (and including) 10, except for degrees, which are always numerals with the degree symbol and a C
  - » Two-year-old child, 47 men, 25 minutes, five kilometres, 17 seconds, 60-knot winds, 5°C, 37°C
- Use unspaced N-dashes for spans of measurements:
  - » 12–15 kilometres
- Write per cent, not percent
- Write nineteenth century, not 19th century
- Use a comma with four-digit numbers and above
  - » 1,000, 15,000
- Use metric measurements, don't use pounds, ounces, yards, miles, fahrenheit
- Always write currency in Australian dollars
  - » A\$35
- Round money up or down, so there are no cents

### Dates

- Write dates as 2 November 1994
- Always write the decades in full with no apostrophe
  - » 1980s, 1950s not 80s, 50s

### Times

- Always use numerals with 'am' and 'pm', without a space
  - » 10pm, 5am

### Spelling

- Do not use accents for foreign words that are commonly used in English
  - » cafe, melee, decor  
(check the Macquarie if in doubt)
- Always use Australian spelling
  - » civilisation (not civilization)  
ritualised (not ritualised)  
minimise (not minimize)  
travelling (not traveling)  
traveller (not traveler)