

# *Submitting a Pitch to Counter Magazine*

Thank you for pitching to Counter Magazine. We can't wait to hear about your idea, and we look forward to the opportunity to work with you. Here at Counter, you don't have to be an established food writer to pitch to us, however you do need a compelling idea that opens up new conversations in food and the capacity to pull off what you propose. We encourage you to spend some time reading what we're all about and the kind of stories that we like to print, as well as the audience we speak to. You can do that by checking out our website and our Instagram account or reading the current issue.

To make sure that your pitch is as successful as possible, we ask that you think about these three things before sending your ideas through: thoughtful initial reporting, strong framing, and deep insight.

Across the board, we're looking for pitches that give a clear, concise summary of the subject, angle, or thesis of your proposed piece, and your anticipated story structure and length. Your pitch should also serve as an example of your writing style and tone, that provides us with the beginning, middle and end of your article.

So, what does that look like exactly? In your pitch, please include a paragraph or two explaining what topic you'd like to discuss, your position on the topic, why you're qualified to write about it (or who you plan to speak to, to lend authority to your piece), and a clear rundown of the points of your argument. You don't need to have a finished article by any means, but we need to have an idea of your thesis before we can commission the article.

Most of all, back yourself! We know you have a great story to tell and we can't wait to give your individual voice a platform, so let's get off on the right foot and create an engaging, audacious and exciting magazine together.

## **Note for artwork/image pitches:**

If you are an image maker and would like to work with us you can either: 1/ send through a pitch for a stand-alone piece, clearly outlining your proposed visual response to the theme, or 2/ let us know that you are interested in collaborating on an article. Either way, please send through 3 samples of your work or link to your website or Instagram page.