

### What should I write about?

- Try not to ghettoise women's interests. Instead of thinking, *What are women interested in?* think, *What's interesting?*
- Articles need not necessarily be sex-related.

### Let me rephrase that. What sort of writing *don't* you want?

We don't publish:

- personal appearance-related topics such as fashion, cosmetics and dieting
- women's performed sexuality, such as pole dancing and burlesque
- topics that might not be relevant in six months' time
- topics mainly relevant to residents of a limited number of countries
- coverage of events that relate to only one country or area
- writing that has already been published, including on the internet
- articles debating points of feminism (eg, *Can fellatio be a feminist act?*)
- personal stories (eg, *One woman's experience of...*) and opinion pieces

### Can I write about something obscure, academic or technical?

Yes please, we love that stuff – as long as you are able to write about it in a way that will interest someone who isn't already educated in that area.

### Can I use my article to promote my business or website?

No. However, if your website is one of the best sources of information on the topic, you could include it in a 'further reading/information' list.

### Can I write under a pseudonym?

We prefer that you use your real name but if you feel very strongly about it, you can use a pseudonym. Your pseudonym must sound like a real name.

### How long should it be?

- Articles should be 1250 to 2250 words.
- Lists, short pieces and 'filler' pieces are especially welcome.

### What are your upcoming themes and due dates?

Issue comes out	Theme	First draft copy due
1 December 2011	Music	15 July 2011
1 June 2012	Science and nature	15 Jan 2011

### Can I write something that isn't related to the theme?

Absolutely. We include a proportion of non-themed content in each issue, but actually we struggle more to get themed content, so if you really want to get your article in Filament, you'd be best off coming up with a themed idea.

### How do I write something *really good*?

- Research, research, research.
- Contact relevant people or organisations and ask them to answer simple, well-focused questions and quote them in your article. It makes your article more authoritative and often, even fairly well-known authors and academics are happy to answer specific, relevant and interesting questions.
- Similarly, quote bloggers, websites and books on the subject.
- Rather than spending a lot of effort sounding elegant or worrying about spelling and grammar, focus on being clear, precise and well-researched. It's the editor's responsibility to worry about your grammar, and sadly, there's every chance nice turns of phrase will have to be cut for one reason or another.
- Don't try to persuade the reader of a particular view. Simply present and discuss the facts.
- Look at the bigger picture. If you're writing about gardening, what does gardening do for us as human beings? Why do people enjoy it? Why is it good thing if more people get into gardening?
- Include lists, quotes, 'top tips' and lexicon (technical words relevant to your chosen subject, and their meaning) even if they simply summarise other parts of your article - anything that can be 'pulled out' is good - it draws readers in.
- Statistics or specific facts should reference a publicly available, reputable source.
- Personal stories can add interest to an article, but use them sparingly: this is not about you. As a rough guide, 5% of your article might be personal story – unless there is a special reason to include more.
- If you're quoting someone you spoke with, whether in person, via email or messaging etc, make sure they're aware that you're planning to quote them.
- Be aware of quoting too many people who have no specific expertise in the area who you've consulted personally. While many of our friends may have interesting insights, articles that contain a lot of 'Jane, 28, of London, UK says...' can come across as cheap and lazy. It's usually a better idea to quote a published or online source.
- No, you do not need permission to quote any published or online source.
- Be balanced and fair.
- Take a risk – say something challenging and different.

### What rights will I have over my article?

You're welcome to submit your article elsewhere from six months after the publication date.

### What else should I consider?

- Don't plagiarise. Say where all your ideas come from.
- There will almost certainly be rewrites and/or editing.
- Rewrites are when you're asked to take a different angle on your article or elements of it, or flesh out aspects that readers might want to know more about. This happens with about 80-90% of the articles we receive.
- Editing **is not** the same as proof reading. In some situations, it's possible that all your sentences will be rephrased or put in a different order. The editor will generally ask you to check that you're happy with the edit before we go to print, but we do not always have time to do this so cannot guarantee it. **Do not submit to Filament if you are not happy for your work to be edited.**

**How do I get started?**

- Email us 1–3 article 'pitches'. This means writing about 100 words about your idea, including what question you plan to answer and what you will cover in answering it. Include a suggested title or two for your article.
- If you haven't written for us before, please send us a 200-word sample of your writing, ideally on something factual. Please don't ask us to go look at your blog or website – select your writing sample yourself.

We look forward to hearing your ideas.

Suraya Sidhu Singh  
Editor, Filament magazine  
[editor@filamentmagazine.com](mailto:editor@filamentmagazine.com)