

About *Western Living* and *Vancouver Magazine*

Vancouver magazine is the indispensable playbook to Canada's most exciting city. For over 50 years, this city's influencers have turned to our iconic brand for insightful, informative coverage of the issues, the people, the places and the events that shape Vancouver. From in-depth reporting and analysis of the issues that matter most, to expert fashion and travel guides, reviews of the buzziest new restaurants and the best in wine and spirits, *VanMag* uncovers what matters now.

Western Living informs and entertains a sophisticated, active and engaged urban reader. Our distinct Western Canadian focus is centred on three pillars: home design and décor, food and wine, and travel. Stunning photography and curated content captivates our readers as they relax and enjoy the authority and inspiration of the West's design source.

What to Pitch to *Western Living* and *Vancouver Magazine*

We want to publish stories about the things that people are excited about or talking about, trends, and news stories that affect Vancouverites or Western Canadians in some way.

Please familiarize yourself with our editorial tone before pitching. You can see digital version of the print editions here for a more detailed look at each section.

[https://issuu.com/search?q=western living](https://issuu.com/search?q=western+living)

https://issuu.com/wall2wall/docs/vancouver_magazine_october2016

We are typically working months ahead of time, so if your pitch is time-sensitive, it may be a better fit for web (see below). Our editorial calendar is attached to this document for your reference.

Regular *Western Living* Features

- **One to Watch:** Profile of up-and-coming designer from Western Canada.
- **Great Spaces:** The design story behind a beautiful commercial space. Please provide a sample photo if pitching.
- **48 Hours:** Where to eat, stay and play on a weekend getaway (should be somewhere accessible via direct flight from, or a rubber-tire destination within, Western Canada). Be sure to provide a specific hook/angle for what makes this location is relevant/exciting/new/hot.
- **The Check-In:** Five or six places to hit with a similar theme in a destination. That could mean the best restaurants in Maui, or great design shops in Morocco.
- **Travel Features:** Could be a long-form narrative, or something more packaged, but should be somewhere accessible via direct flight from Western Canada (or a rubber-tire destination within the West), and should be a location with some sort of food, design, or luxury angle to it. (Eg: backpacking across Europe is a no-go.)

- **Homes:** We feature entire homes, but also have special issues dedicated just to the bathroom or kitchen. Please provide scouting photos along with pitch.

Regular *VanMag* Features

- **At Issue:** 600-800 word timely story, relating to a cultural or economic trend or a political issue.
- **Feature Story:** An in-depth investigative piece or narrative story, 1,000-2,500 words, with relevance to Vancouverites.
- **Other:** We don't regularly feature freelancer-pitched food stories, but there may be the opportunity to work in a food trend story occasionally.

Pitching Online Content for WesternLiving.ca and VanMag.com

Beyond the sections mentioned here that you can pitch for, we also have websites for both magazines. If you've got a city-centric or Western Canadian-related scoop that's time sensitive or doesn't fit in the mag really anywhere, let us know!

Please familiarize yourself with the website before pitching.

Key *VanMag* Topics

- Real estate issues (eg: parenting in 600 square feet)
- Policy changes (eg: reporting on how our new liquor laws compare to those across the country)
- Social/cultural trends (eg: why are young people all moving away?)
- Food trends/news (eg: poke restaurants are popping up everywhere).
- Q&As with movers and shakers (eg: a teen who's hosting gourmet secret supper dinners, a city planner introducing micro-homes to the city)
- Current events (eg: how long are people lining up for the new Lululemon product launch; reporting on the firing of a UBC president.)
- Fashion (eg: seasonal trend reports)
- Events (eg: where to celebrate New Year's Eve)

Key *Western Living* Topics

- Design/architecture (eg: photo gallery home tours)
- Home décor (eg: furniture trends)
- Q&As in design/food (eg: an international designer is in town for a speaker series; a local chef just released a cool new cookbook)
- Real estate (eg: how to prep your home for quick sale)
- Food/recipes/entertaining (eg: tips for hosting an Oscars party)
- Wine/drinking (eg: how to pair champagne with food)
- Travel (eg: the best weekend getaways in the West)

Editorial Voice

VanMag

- Sophisticated, but not snobby (readers can love both up-and-coming indie artists and less-hip classics like George Michael)
- Smart, snappy writing: a cool friend who gets it
- Loves to live here (though there is room for criticism)
- Urban-oriented, city positive

Western Living

- In-the-know (readers turn to us for our take on trends, designs and designers)
- Warm and witty, not dismissive
- Aspirational but grounded (just as likely to shop at Ikea as LivingSpace)

How to Format Pitches

Pitches can be directed to mail@westernliving.ca or mail@vanmag.com

We like to see a brief synopsis of the idea and why it's timely, along with some details about who you would want to interview for the story (if applicable).

Western Living and *Vancouver* magazine offers competitive rates for quality content, relevant to experience.