

Stop reading articles and saying, “I could have written that!”

**Get Published in Regional Parenting Magazines 2nd edition**

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2<sup>nd</sup>  
edition

# GET PUBLISHED IN REGIONAL PARENTING MAGAZINES



- ★ Info for 231 RPMs (25 new)
- ★ 25 mistakes to avoid
- ★ Table of email addresses, pay & writer's guidelines inside!
- ★ Record-keeping logs (money, time, submissions)
- ★ Bonus: 36 national/online markets (14 new)

edited by Kerrie McLoughlin

# GET PUBLISHED IN REGIONAL PARENTING MAGAZINES

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Second Edition

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# INTRODUCTION

Welcome, Writers! Let's jump right in with the answers to some questions you probably have ...

## **WHY DID I WRITE THIS EBOOK?**

You can relax: I compiled this ebook kit to make your life easier. A couple of years ago I spent many hours gathering the information I needed to even sit down and begin to submit my first piece to a regional parenting magazine (RPM). My goal is to share everything I've learned with you and to save you the time and effort that I've already spent. Basically, this book is a fast-track way to get published! I want you to enjoy the success (and paychecks!) I've enjoyed the last couple of years. And while writing for RPMs is a great stepping stone on your way to writing for national markets, there's no reason you can't keep writing for the RPMs and selling your reprints.

## **WHAT IS A REGIONAL PARENTING MAGAZINE?**

A Regional Parenting Magazine is a publication that caters to parents and families in a specific geographic area (e.g., *Boulder County Kids* distributes their magazine in Boulder County, Colorado plus Broomfield and Westminster, along with points in Denver and Estes Park covering many topics locally and statewide). The articles in RPMs range from how to handle newborn sleep issues to how to deal with a surly teenager to how to deal with living with an aging parent. RPMs depend on freelancers to fill their pages with articles, essays, how-tos, etc., usually on a monthly basis. They make most of their money from advertisers and give out their magazine for free, which means pay to writers is usually low (\$15-100 per article in general).

## **HOW IS THE 2<sup>ND</sup> EDITION OF THIS EBOOK BETTER?**

- The addition of 25 RPMs, for a grand total of 231
- Email address Excel file, including all additions, deletions, updated writer's guidelines and the bonus markets
- More editorial calendars so you can see what an RPM wants and what it has already published in 2010
- Sample timekeeping and submissions logs
- Even more Mistakes to Avoid, for a total of 25
- 14 more bonus markets, for a total of 36
- A sample invoice in the ebook
- More guidelines that are important to you, like which ones only use local writers or local material (quotes, sidebars)
- Information about starting an author website
- Better and more extensive tips for getting started

- More printer friendly with left margins for hole punching, a smaller font for less paper use and less color to print
- Sample email query letter
- Resources at the end of the ebook
- A new feature called “☺ Kerrie says ...,” which is my personal experience tips with editors/publications
- Inspirational quotes
- Free updates — check the *Get Published* website regularly ([GetPublishedParentingMags.com](http://GetPublishedParentingMags.com)) or sign up for an email subscription. As soon as I find out a publication has started up or is going out of business, I’ll share that information with you so you can make changes to your Excel database.

This ebook works! Check out [GetPublishedParentingMags.com](http://GetPublishedParentingMags.com) to read quotes from buyers who have gotten published! Please write me at [mommykerrie@yahoo.com](mailto:mommykerrie@yahoo.com) when you get published so I can share your testimonial!

## STEPS TO GETTING PUBLISHED

*“All the so-called ‘secrets of success’ will not work unless you do.” – Author Unknown*

1. Read up on your craft (see **RESOURCES** at the end of this ebook).
2. Check out other authors. Because she’s been published in over 70 RPMs and has a large body of reprints, I check out Jessica Fisher’s author site ([www.fishmama.com](http://www.fishmama.com)) to see what she has written about so I’m not working on the same idea. Other authors you’ll often see (and will want to Google) in RPMs are writers like Denise Yearian, Gina Roberts-Grey and Claire Yezbak Fadden. These women are inspirational and (without even realizing it) have given me the courage to write on.
3. Consider taking an online writing course.
4. Come up with a good idea (see **GENERATING IDEAS**).
5. Read over the **GENERAL SUBMISSION GUIDELINES** section of this ebook.
6. Before you start writing, do an Internet search for your article idea to make sure it hasn’t already been overdone and that you have a new or different angle on it.
7. Research your topic.
8. Collect quotes to support your article. It’s always a good idea to get national quotes from both “real” people and experts if you can. I’ve sold plenty of pieces with just quotes from moms in my city, but I probably would sell more if I got national quotes.
9. Proofread your work by reading it on paper out loud. Then have someone you trust check for errors, as well.
10. Read the writer’s guidelines included in this ebook for the publications that provide them. They took the time to write them, and they expect you to take the time to follow them. Your article is more likely to be published if you follow the writer’s guidelines.
11. Be patient. I’ve found that the more projects I have in the works, the less time I have to worry about why I haven’t heard back from a specific editor.

## 25 MISTAKES TO AVOID

*“As you grow older, you’ll find the only things you regret are the things you didn’t do.” – Zachary Scott*

Hey, we’re all only human and are bound to make a few mistakes here and there, right? Lucky for you, I’ve made many mistakes and will be thrilled if you learn from some of mine ... instead of making your own. Below are some don’ts for you to ponder during your writing journey.

1. Don’t mix up a query with a submission. A query is a detailed letter outlining what you propose to write for a magazine. A submission is when you send the entire article or essay, sometimes offering to grab local sources and quotes if the editor is interested in publishing your work. RPMs want you to submit the entire article or essay.
2. Don’t submit your article as an attachment unless writer’s guidelines specifically ask for it that way. If a magazine is interested in your submission based on seeing it in the body of an email, they can always ask you to submit it as an attachment later.
3. Don’t forget to do a little research. Set aside a little time to check out some of the RPMs online, especially if you don’t have writer’s guidelines for them. Many even have back issues so you can get a feel for what they have already published.
4. Don’t make international mistakes. Watch out when submitting to other countries. Check over your article and make sure you aren’t mentioning a business they don’t have in Canada, for example, or that you don’t send a piece on the 4th of July to England.
5. Don’t forget to proofread your work by reading it on paper out loud. Then have someone you trust check for errors, as well. Don’t freak out if you find an error after you’ve submitted your article. In researching this ebook, some of the RPMs with the most anal-retentive writer’s guidelines were the ones where I found the most errors!
6. Don’t assume your piece isn’t wanted if you don’t hear back immediately. I’ve gotten acceptances from editors over six months after submitting. Karen Hammond, publisher of *Paducah Parenting & Family Magazine*, shared with me that some editors are not writers at all and are not able to even give negative or positive feedback about your piece.
7. Don’t take it personally if an editor asks to see a particular piece in full ... and then never writes you again. Your piece probably just didn’t fit their editorial needs, which doesn’t mean they won’t ever publish your work.

## SAMPLE E-MAIL COVER LETTER

This is a basic email “cover letter” similar to the one I send out, whether the piece is an original or a reprint. I consider even an original piece to be a reprint if I am sending it to everyone in my Excel database because I assume more than one publication will want to buy it, thus making it a reprint somewhere.

To: [mommykerrie@yahoo.com](mailto:mommykerrie@yahoo.com)  
Bcc: [editor@regionalpub.com](mailto:editor@regionalpub.com); [editor@otherpub.com](mailto:editor@otherpub.com);  
[editor@mylocalpub.com](mailto:editor@mylocalpub.com)  
Subject: Submission: Dreaming of a Peaceful Holiday

The problem of where to go on Christmas day and who to spend the holidays with is one that’s universal, and it only gets more difficult when you have kids. Many new (and not-so-new) parents find themselves being pulled in too many directions during a time that is already stressful.

My article, titled “Dreaming of a Peaceful Holiday,” aims to help solve this dilemma. At 861 words, I believe it would be a great fit for your December issue. If you decide to purchase this piece, I would be happy to include a local sidebar of your choice (e.g., local volunteer holiday opportunities).

I have been published in several publications, including *Kids VT*, *Pittsburgh Parent*, *Houston Family*, *Kansas City Parent*, *Memphis Parent*, *Calgary’s Child* and *Ithaca Child* (links available at [KerrieMcLoughlin.blogspot.com](http://KerrieMcLoughlin.blogspot.com)) and would be honored to have my article featured in your publication.

I look forward to hearing from you!

Kerrie McLoughlin  
[mommykerrie@yahoo.com](mailto:mommykerrie@yahoo.com)  
913-555-1234

## REGIONAL PARENTING MAGAZINES

Reading writer's guidelines and studying editorial calendars will fan your fire for writing because you'll get all kinds of ideas. It's exciting knowing you're writing a piece that will fit within an RPM's guidelines and specific themes for a certain time of year.

### **ABOUT FAMILIES – BERKS COUNTY**

Lebanon, PA – monthly (42,000)

### **ABOUT FAMILIES – LEBANON COUNTY**

Lebanon, PA – monthly (Berks 42,000)

Mari Connors, Editor

Phone: 717-273-8127

**GUIDELINES:** Keep pieces under 600 words.

**APPROXIMATE PAY:** \$15 per article

[aboutfamiliespa.com](http://aboutfamiliespa.com)

[maric@aboutfamiliespa.com](mailto:maric@aboutfamiliespa.com)

### **AIKEN FAMILY (nonpaying)**

Aiken, SC – quarterly

Johanna Blue, Editor

Phone: 803-257-2152

**GUIDELINES:** If possible, articles should be emailed in Microsoft Word format. Manuscripts should include the author's name, address, daytime phone number and word count on the first page of the story. If major revisions are needed, you will be contacted. Accompanying photographs, especially electronic art (300+dpi preferred), are welcome. We use the *Associated Press Stylebook* and *Webster's New World Dictionary*. Deadline is six weeks before issue is printed. Please review our release schedule under advertising. *AFM* reserves the right to post the story on our website as well as for print. *AFM* runs several feature articles on topics related to our issue's theme. Features require thorough research, knowledge of our audience and concise interviewing and writing skills. Articles on topics other than the issue's theme are also considered. We prefer articles and essays with local relevance. Word counts range from 500-1,200 words.

[aikenfamilymagazine.com](http://aikenfamilymagazine.com)

[johanna@aikenfamilymagazine.com](mailto:johanna@aikenfamilymagazine.com)

### **AKRON FAMILY**

See also *Cleveland Family* and *Lake/Geauga Family*

Eastlake, OH – monthly (26,000)

Terri Nighswonger, Editor

Phone: 440-510-2000

**GUIDELINES:** Accepts reprints. Keep pieces 600-800 words.

**APPROXIMATE PAY:** \$40 for reprints

[neohiofamily.com](http://neohiofamily.com)

[editor@tntpublications.com](mailto:editor@tntpublications.com)

## **CAPITAL DISTRICT PARENT PAGES (locals only)**

Albany, NY – monthly

Kristen Roberts, Editor

Phone: 518-439-4949

[cdparentpages.com](http://cdparentpages.com)

[robertsk@cdparentpages.com](mailto:robertsk@cdparentpages.com)

**GUIDELINES:** We like to keep our freelance material strictly local for the New York counties of Saratoga, Albany, Schenectady and Rensselaer. Our monthly issues tend to be theme-based (babies, summer camps, fall fun, etc.) and the deadline for articles is the first week of the month before publication. We have access to several content services, so I prefer not to run reprinted material from freelancers.

**APPROXIMATE PAY:** \$35 per 500-word story, and we can add to that if the writer provides photos or adds a sidebar.

## **CAPITAL PARENT NEWSPAPER**

Ottawa, Ontario Canada – monthly (50,000)

Jayne Rooney-Anderson, Editor

Phone: 613-721-0811

[capitalparent.ca](http://capitalparent.ca)

[cpeditor@anderpub.com](mailto:cpeditor@anderpub.com)

**GUIDELINES:** Not available. See General Submission Guidelines.

## **CAROLINA PARENT (exclusive)**

Durham, NC – monthly (49,231)

Crickett Gibbons, Editor

Phone: 919-956-2430

[carolinaparent.com](http://carolinaparent.com)

[editorial@carolinaparent.com](mailto:editorial@carolinaparent.com)

**GUIDELINES:** Each issue has a theme (see editorial calendar below), as well as regular features and departments. Submissions from freelance writers are welcome and should be exclusive within our region. Reprints of articles from publications outside our region are also considered. We usually run several feature articles on topics related to our monthly theme. Features require thorough research (citing a minimum of three reliable sources), knowledge of our audience, and concise interviewing and writing skills. Articles on topics other than each issue's theme are also considered. We prefer articles and essays with local relevancy. Word counts for articles vary from 500 to 1,200 words.

**CAROLINA PARENT 2010 EDITORIAL CALENDAR**

<b>ISSUE</b>	<b>THEMES</b>
JANUARY	Family Health & Wellness; Baby Guide
FEBRUARY	Planning for Camp; Day Camp Directory & List of Residential Camp Advertisers
MARCH	Active Kids, Safe Kids; Family Travel Planning; Camp section; Parents' Guide to N.C. Colleges Excerpt
APRIL	Green Living; Family Finances; Camp Section
MAY	Parties & Celebrations; Honoring Mothers; Party Directory
JUNE	Summer Fun & Learning; Focus on Fathers; Family Fun & Resource Guide
JULY	Pregnancy & Childbirth; Family Favorites Announced
AUGUST	Get Ready for School; Extracurricular Activities; Exceptional Families or Special Families or Special Kids Guide
SEPTEMBER	Work & Parenting; N.C. Family-Friendly 50 Companies; Grandparents
OCTOBER	Fall Fun; Women's Health
NOVEMBER	Relationships & Family Ties; Planning for the Holidays/Guide to Holidays Part 1; Education Guide Supplement
DECEMBER	Caring & Sharing; Guide to the Holidays Part 2

**APPROXIMATE PAY:** \$35 for reprints

**CENTRAL PENN PARENT**

Harrisburg, PA – monthly (38,000)

Nikki M. Murry, Editor

Phone: 717-236-4300

[journalpub.com](http://journalpub.com)

[editor@centralpennparent.com](mailto:editor@centralpennparent.com)

**GUIDELINES:** Distributed in Cumberland, Dauphin, York and Lancaster counties. *Central Penn Parent* magazine relies heavily on copy generated by freelance writers in our communities. Whenever possible, we use local sources in stories. Local writers are given preference when we are making assignments. We ask that all stories include a minimum of two local sources. We prefer a mix of experts and parents from different regions in our four-county market. The purchase of reprints is considered. Pitched pieces should be offered up well in advance, as we aim to work three months ahead of deadline. Please include your name, address, email and telephone number with all queries and submissions, and let us know if there is a preferred method of contact. The same should be included on any submitted attachments. Please use AP style in your work for *Central Penn Parent*. All submitted copy must include clearly identified resources (names, phone numbers).

**APPROXIMATE PAY:** Pay varies by the level of detail required for, and word count of, the assignment. Fees for original articles start at \$50 and max out at

## REGIONAL PARENTING MAGAZINES

	PUBLICATION	EMAIL	STATES	APPX. PAY	WRITER'S GUIDELINES
1	About Families	<a href="mailto:maric@aboutfamiliespa.com">maric@aboutfamiliespa.com</a>	PA	\$10-20	600 words or less
2	Aiken Family (new)	<a href="mailto:johanna@aikenfamilymagazine.com">johanna@aikenfamilymagazine.com</a>	SC	nonpaying	
3	Akron Family	<a href="#">With Cleveland Family</a>	OH	\$40 reprints	600-800 words Submit as attach & in body
4	Albemarle Family Ann Arbor Family	<a href="mailto:editor@albemarlefamily.com">editor@albemarlefamily.com</a>	VA	\$15-65	
5	Press	<a href="#">With Toledo Area Parent News</a>	OH		600-1600 words; Submit as attach & in body
6	Arizona Parenting	<a href="mailto:todd.fischer@azparenting.com">todd.fischer@azparenting.com</a>	AZ	\$25-50 reprints	600-1600 words; Submit as attach & in body
7	Athens Parent	<a href="mailto:editor@athensparent.com">editor@athensparent.com</a>	GA	\$25 reprints	Contract Attachment
8	Atlanta Parent	<a href="mailto:editor@atlantaparent.com">editor@atlantaparent.com</a>	GA		
9	Augusta Family	<a href="mailto:karin.calloway@augustafamily.com">karin.calloway@augustafamily.com</a>	GA		
10	Austin Family	<a href="mailto:editor2003@austinfamily.com">editor2003@austinfamily.com</a>	TX	\$25 reprints	
11	Baby Times (new) Baldwin County	<a href="#">With Family Times Minnesota</a>	MN	\$50 reprints	
12	Parent	<a href="mailto:leigh.moore@baldwincountyparent.net">leigh.moore@baldwincountyparent.net</a>	AL		
13	Baltimore's Child	<a href="mailto:baltochild@aol.com">baltochild@aol.com</a>	MD		750 or 1,200 words Send samples of published work
14	Baton Rouge Parents	<a href="mailto:theresa@brparents.com">theresa@brparents.com</a>	LA		

## **THRIVING FAMILY (FOCUS ON THE FAMILY)**

Colorado Springs, CO – bimonthly

[thrivingfamily.com](http://thrivingfamily.com)

[thrivingfamilysubmissions@family.org](mailto:thrivingfamilysubmissions@family.org)

Phone: 800-232-6459

**GUIDELINES:** *Thriving Family* focuses on marriage and parenting from a biblical perspective. Most articles address marriage and the needs of families with four- to 12-year-olds in the home, but parenting preschoolers and teens are not ignored. The magazine is divided into the following departments:

**FAMILY STAGES:** Think immediate and practical applications for parents of preschoolers, school-aged children, tweens and teens. Submit a 50- to 200-word practical family idea or one way you proactively and successfully trained your child to do something. Each article must include the ages of the children mentioned and can be written in first or third person, but must be a true-life experience. Payment is \$50 on acceptance for first non-exclusive rights. Send the complete manuscript, and use “Family Stages” as your subject line.

**FOR FUN:** Humor articles showcase the dynamics of marriage, parenting and routine family life with a hilarious, enjoy-the-journey tone (no sarcasm). This true-life, funny narrative is written in first person and should be around 500 words. Payment is \$175 on acceptance for first non-exclusive rights. Send the complete manuscript. Humor cannot be queried.

**FAMILY FAITH & FAMILY ENTERTAINMENT:** No freelance articles are accepted for “Family Faith” or “Family Entertainment” at this time.

**FEATURES:** Thriving Family includes 1,200-2,000-word articles that include well-known personalities in the Christian world. See our magazine for examples. Query first. Payment begins at 25 cents per word.

**FAMILY LIFE:** The following areas accept freelance queries, and payment begins at 25 cents per word. Please query your topic and ideas before submitting a manuscript:

- For Him — This 450-word article written by a man offers insight into one marriage or parenting issue from a male perspective.
- For Her — This 450-word article written by a woman offers insight into one marriage or parenting issue from a female perspective.
- Blended Family — This 800-word article covers one aspect of family life that is intrinsic to and exclusively about the issues and concerns of blended families.
- Extended Family — This 450-word article shows families how to stay involved and active in relationships with close and distant relatives.

All articles should:

- Be topical, timely and accurate.
- Not use fictitious or hypothetical anecdotes or composite characters.
- Avoid frequent scriptural quotations—biblical concepts should be implicit.
- Avoid Christian jargon and clichés.

- Include sources for statistics, facts or research.
- Include contact information and verifications for anyone who is quoted within an article.

**ONLINE MARRIAGE AND PARENTING ARTICLES:** *Thriving Family* will have an online presence that accepts 800-1,200-word articles. Review our themes list for more details.

All emailed submissions and queries must be inserted within the body of an email. No attachments are accepted.

**APPROXIMATE PAY:** See above.

## **TWINS**

Fort Collins, CO – bimonthly (55,000)

[twinsmagazine.com](http://twinsmagazine.com)  
[twinseditor@twinsmagazine.com](mailto:twinseditor@twinsmagazine.com)

Phone: 970-377-1392

**GUIDELINES:** Not available. See General Submission Guidelines.

## **UTNE READER**

Minneapolis, MN

[utne.com](http://utne.com)  
[editor@utne.com](mailto:editor@utne.com)

**GUIDELINES:** We accept four kinds of submissions:

1. previously published articles (from independent sources)
2. query letters (regarding original ideas)
3. books, films, and CDs (for possible review)
4. artwork submissions

Many of the articles in *Utne Reader* are reprinted from the hundreds of magazines, newsweeklies, newsletters, and literary journals we receive regularly, and we welcome previously published submissions. (Yes, this includes online sources.) We do not accept fiction or poetry.

**GLEANINGS** features eclectic, often personal, occasionally humorous pieces; traditionally offers the best reprint odds. Most “gleanings” fall between 800-1,800 words.

**EMERGING IDEAS**, which covers social, political, and cultural developments, reprints brief items (150-350 words), as well as short-format articles (generally no longer than 800 words).

**MINDFUL LIVING** showcases information about healthy, reflective, productive lives, and also reprints brief items and short-format articles.

**MIXED MEDIA** reprints a wide scope of arts features, but does *not* reprint music, film, or book reviews.

You are also welcome to submit feature articles and essays. As a digest of the independent press, our features reflect the stories we’re reading and trends we’re spotting in our periodical library. This means we don’t have a traditional

editorial calendar, and can't tell you what we're planning in advance — but we always have space available for that perfect feature submission. Features generally run between 1,000-3,750 words.

To submit your previously published article, send a high-quality photocopy to Submissions, c/o *Utne Reader*, 12 N. 12th St., Ste. 400, Minneapolis, MN 55403, or submit via email to [editor@utne.com](mailto:editor@utne.com). Write "Submission" in the subject line. Send a .pdf, include a web link, or cut-and-paste your article into the body of the email. Be sure to provide clear contact information. Let us know where and when the article originally appeared. If you do not hold the rights to your work, include the name and email address or phone number of the party who does. For postal submissions, include a SASE if you want your work returned.

## **WORKING MOTHER**

New York, NY

[workingmother.com](http://workingmother.com)

See appropriate editor for email address, below

Phone: 212-219-7493

**GUIDELINES:** Our readers include full-time, part-time and sidelined moms who work at public and private companies of all types and sizes who are entrepreneurs and who are self-employed. The best way to pitch an idea that can work is to read *Working Mother* for content and tone.

**FEATURES:** We do assign features to freelancers. These fit the three primary sections of the magazine: You, Work and Family. Features are also assigned to fit our initiative packages (100 Best Companies, Best Companies for Multicultural Women, Best Green Companies, etc). Features are usually 1,000-2,000 words. Basically, we look for articles that help moms successfully navigate the task of juggling job, home and family. We like tightly focused pieces that celebrate working moms while sensibly solving or illuminating a problem unique to our readers and/or their children and family. We also want to share personal stories for and about working moms who have experienced career triumphs and/or life changes — all while raising kids and working a job. Topics of interest include: career-related (work/life) issues; diversity in the workplace; family relationships; time, home and money management; and parenting.

**COLUMNS:** Most of our columns—news, lifestyle, activities, recommendations, parenting, travel, food, beauty and fashion — are staff written. But we might assign out:

- Learning Curve — 500-word, age-by-age (0-2, 3-5, 6-10, 11+) child development column
- My Story — 1,000-word personal story from a reader that illuminates a working mother issue or scenario and how she triumphed over or solved or dealt with it. Humor is good here, too.

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