



HorseChannel.com Freelance Writers' Guidelines

Who We Are

I-5 Publishing, LLC, is the world's largest owned and operated online pet network. We are the leader in special interest pet websites, magazines, trade magazines and books dedicated to pet-loving consumers, veterinarians and pet professionals worldwide.

Our website, HorseChannel.com, is dedicated to providing excellent horse-related news, entertainment and information to our visitors.

Our Audience

The audience includes horse lovers and riders from all disciplines. Many of them are lifelong riders who own several horses; others adore horses but have never had one of their own. They are hands-on owners and riders, and they want the best information on how to ride and care for horses.

What We're Looking For

Great writers that connect with readers: We want people who care – about the craft of writing, about the subject matter, about our readers' interests. We don't want writers that turn in the assignment and they are done. We want writers who partner with us to promote their content to reach the widest possible audience. We want writers that not only write, but also take part in the community, through events or social networks. We want our readers to connect with our writers – not only from the tone of their writing and personal anecdotes but through participation in the site and community.

We also want to let people know how to follow you on Twitter, Pinterest, Instagram, Google+, LinkedIn or whatever other social media you use. We want people who have a social following and will partner with us to push their content. Please include your social media handles with your author bio.

Article Specifics

Each article should:

1. Have an informative, entertaining and accessible tone.
2. Focus on information that the average horse owner or enthusiast can understand.
3. Include direct quotes from experts on the topic, if a health or training article.
4. Avoid boring summaries of the topic.
5. Create entertaining and intriguing headlines and decks, including key words to the topic.
6. You are writing for an online audience. Remember to be relevant, intriguing and use action words. Lists are good things to include.
7. Feel free to include your own experiences or anecdotes of people you know.
8. Article should be between 500 and 1,200 words.

Art/Photos/Videos

We also ask you to supply high-quality photos or art (or videos if assigned) with full copyright permissions and credits. If you have any photo/art concerns, please let us know.

What We *Don't* Want

We don't want writers that need a lot of editing, don't follow the assignment, miss their deadlines and aren't web-savvy writers.

What We Pay

\$25 for news item

\$50 for 500 to 1,000 words (tips, listicles, personal columns)

\$75 for 750 to 1,200 words that includes quotes and photos/videos.

\$100 to \$150 for an article written by an expert (veterinarian or other professional) that includes photos/videos

How to Submit

Please take a look at current content on HorseChannel.com to ensure that your article ideas fit with our voice. Most of the longer, more in-depth health and training articles are assigned to established contributors. We recommend starting with a listicle or first-person column (note: we do not publish fiction.) Send a short summary of the article you would like to write to hc-editor@i5publishing.com. Queries for HorseChannel.com are only accepted through email; no phone calls or mailed submissions, please.

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