

## Writing freelance for magazines

When it comes to writing freelance articles for magazines there are two things to remember;

1. You always need to be at least one season ahead in your writing (so bring out those summer holiday article ideas in the new year), and
2. Magazine content is cyclical. The same stories come around time and time again. When it comes to seasonal stories, you can re-fashion and recycle old material continuously. So if you are stuck for an article idea, just check out your calendar and have a look to see which holiday breaks are coming up in the next few months.

Applying those two rules to current day then, given that we're kind of enjoying a summer it is time to start thinking about and writing those autumn and winter articles. Here are some ideas to get you started!

### Halloween

Ghost stories! Ghost stories can be targeted to a range of different audiences; haunted hotels work well in travel magazines, what about ghost trains for railway magazines, ghost legends for local magazines, and children's ghost stories for younger audiences.

Stories for food magazines or women's magazines are also aplenty at this festive time. Look at pumpkin recipes, or what about some good trick or treat games, party food, cakes etc for the kids?

### Bonfire Night

Folklore and the history behind bonfire night are both good subject matters for articles that span a wide range of magazine genres.

For family related magazines you could write an article on firework safety, or on holding a firework party.

Food writing again comes into its own here. Think about toasted marshmallows and chocolate bonfires!

For animal lovers, protecting pets from the stresses of firework night is important. It's also a great article idea!

### Winter time

Clocks go back at the end of October to signify a change in season. But why is this? The subject matter is a great idea for an article on the Greenwich Observatory, clocks, and time in general.

As winter approaches, so does a wider range of ailments for young and old. It's the perfect time for articles on health and nutrition, on hints and tips about keeping warm, on beauty advice for keeping your skin healthy and happy in the cold, and on money saving ideas for reducing heating bills.

The winter time is also a great time for families and friends to get together and spend some quality time inside; playing games, having dinner, entertaining in front of the fire. Ideas or inspirational articles on this theme are particularly useful when pitching to country life-type magazines.

### **Christmas**

And of course we have Christmas! Any freelance article writer's dream! Weekly magazines are almost all completely full with articles on this subject matter throughout November and December. Think about the following themes;

- Diets, and getting into that perfect party dress
- Feature articles on famous national or local celebrities are a great idea for this time of the year; find out how they are going to spend their Christmas
- Party food recipes and again, articles on throwing and hosting a decent party are helpful at this time of the year
- Crafts, gifts and decorations are hugely popular in women's magazines at this time of the year too

So loads of ideas to get your freelance writing career moving this autumn!