

What Sort of Articles do Craft Magazines Look for?

It seems that hobbies at home, such as dress making, crochet and knitting are all the rage again. Let's not forget others like scrapbooking and card making plus a whole range of other craft activities that keep us busy in between sleeping, working and eating! If you enjoy the crafts and you enjoy reading about them, why not consider writing articles about them? In this way, you can share your ideas and create a whole reading community around your writing. Here are some ideas for articles you could write and submit to a craft magazine:

Tutorials

If you really know your crafts, then tutorials could be where you get most success out of your writing. These often come in the form of blogs, whether they are in a magazine off the shelf or in a digital format. Getting into this type of article, if you become good at teaching whilst you write, is a great way of getting regular work. You could become 'resident blogger' on a weekly or monthly basis if you get the desired feedback and get the creative readers talking. Make sure you look at a broad range of abilities, covering beginners, experts and everyone in between!

Advice and tips

Every sewer, knitter and scrapbooker will come up against a problem at some point. Even if it's just to learn how to get things done more quickly or smoothly, the best crafty people will want to know. This is where sharing your tips could save the day. If you're experienced enough in a craft or two, you could hold the knowledge that gets somebody out of a pickle. From suggesting other materials to how to save time and money, if these have helped you on your crafting journey they could help others too.

Reviews

We all want to know if something is worth buying or watching so reviews are a valuable read. Craft magazines will be looking for fun and honest reviews of retailers, craft fairs and craft classes. They will, of course, be advertising these areas in their magazine so consider doing a review for those that appear to tie in with the magazine's contents. Perhaps whoever you write a good review for can give something back to the readers such as a prize to give away or a free class.

These are just some of the ways that you could support a magazine. Remember that people involved in crafts are usually creative and imaginative so bring this into your writing! Think of the magazine as a community; make tutorials simple to follow and fun; provide tips that are unique and inspiring; give reviews that encourage people to try and buy. You don't have to be an expert in a particular field, because if your enthusiasm comes through you will already have the readers on your side.

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