

EDITORIAL GUIDE

FBI STYLE speaks to the lifestyle enthusiast who has a focus on all things fashion and beauty. Social media has opened the gateway for **everyday people** to build a following and influence. **Fashion and beauty brands** are seeking new ways to reach and engage their customers online and **customers** want to connect with everyday people for inspiration, news and reviews on their favourite clothing and products. FBI STYLE is a platform that connects these three segments in one place.

READERS

FBI STYLE is for the style-wise woman seeking ways to express herself through clothing, shoes, accessories, hair and makeup. Her idea of style knows no trends, borders or boundaries; it's not held to any seasons, sizes, colours, prices or materials. It looks good, and that's all she knows.

CONTRIBUTORS

Contributors to FBI STYLE include fashion, beauty and lifestyle writers and bloggers as well as fashion stylists, hair stylists and makeup artists. Our contributors are instrumental in translating who you are to the world, through style. Fashion, beauty and lifestyle bloggers as well as brand ambassadors and online influencers are also critical in bringing engaging content to our readers through their own fashion and beauty lens.

BRANDS

FBI Style works with brands of all shapes and sizes. Whether they're just starting out or have worldwide distribution. Some of the most gorgeous styles come from a combination of curated fashion elements that transcend the trends. It's important to offer a variety of brands for our style-wise woman to choose from.

CATEGORIES



ACCESSORIES



BEAUTY



BODY & SOUL



CITY GUIDE



DECOR



EVENTS



FASHION



FEATURES



FOODVENTURES



HAIR



LIFESTYLE



MAKEUP



NEWS



#OOTD



PEOPLE



PLACES & SPACES



SHOES



SHOP THE LOOK



SKIN CARE



STYLE



TRAVEL

SPECS

Articles can be anywhere from 250 to 1,000 words and must fall into one or more of the above categories.

SUBMISSION PROCEDURE

We welcome original articles by both published and new writers; however, we are also open to sharing previously published work with credit given to the original source.

To pitch an article, send an email to ***editor@fbistyle.com*** describing your subject matter, angle and illustration material. Images must be high-resolution digital files sized 624 wide x 416 high and can be jpg or png.

DEADLINES

Online content is updated almost daily. Time sensitive submissions like event announcements must be sent 4 weeks before the event date.

New submissions are queued for review for any plagiarism, then edited and proofread and scheduled for publishing. This process takes approximately 2 weeks.

GUIDELINES

- Include an *About the Author* byline. The byline should be no more than 3-4 lines long. The author name, title and headshot will appear next to the article title (see below). Authors who contribute regularly will be featured on the Author's Page.



- Articles should be factual rather than opinion-based.
- Quote experts whenever possible.
- Writers should be knowledgeable about their topics to allow us to provide credible information.
- We do not publish articles that have as their primary purpose, the solicitation of funds.
- We prefer tightly written articles in the active voice and reserve the right to edit for clarity, grammar, punctuation, and space constraints.
- All articles should use Canadian spelling i.e. “honour” not “honor”

TEXT FORMATTING GUIDELINES

1. Submit articles electronically in MS Word or Google Docs format, attached to or linked in an e-mail message (editor@fbistyle.com). Please provide photos. See *Photo Guidelines* for further information.
2. Use Times New Roman 12-point font, 1.5 spaced. All text should be left-justified.
3. Use one space (not two) between paragraphs, words and sentences, particularly after periods.
4. No space bar entries to start paragraphs. No extra lines between paragraphs. No special formatting, underlining, centering, or bolding. No page breaks, headers, footers, paginations, or style tags.
5. Unless you have more than five references, include them in the article text, instead of as footnotes at the end of the article. For example, write: “According to Cathie Black in *Basic Black*, communicating well with potential employers is critical in building a successful career.”
6. Add subheads to define sections. Use title (upper) case. No periods after subheads nor special formatting or indenting.
7. Omit periods in all-capital abbreviations unless the abbreviation is geographical or refers to a person. Also, when referring to a person by their first and last name for the first time in the article, it is customary to refer to them by last name only throughout the remainder of the article.

PUNCTUATION AND GRAMMAR

1. Use the active voice, not the passive voice. Write: “The student received an award” rather than “An award was received by the student.”
2. Avoid excessive use of the first person (“I”).
3. Enclose quotations in smart quotes (“ ”). Use straight quotes (") only for units of measurement.
4. Use quotation marks when quoting someone. Use italics rather than quotation marks to represent unspoken thoughts or interior dialogue. Example: “Drive faster,” she said. *We’re too late*, I thought.
5. Avoid run-on sentences.
6. En dashes vs. em dashes: Use the en dash where the phrase could be read by replacing the dash with the word “to” (e.g., April-June) or for an adjectival phrase that contains an open compound (e.g., post-Civil War). Use the em dash—which is most commonly used to break up an interrupted thought, sentence, or speech—in other situations that call for a dash. Do not insert a space on either side of the em dash (i.e. I went outside—despite the weather—to buy milk).

VARIOUS USAGE AND PUNCTUATION NOTES

- Remember this distinction: “e.g.” means “exempli gratia” (“example given,” “for example”); and “i.e.” means “id est” (“that is,” “in other words”).
- If you use leader dots (ellipses), set them off with a space before and after each dot, for a total of four spaces and three dots . . . like that. When a period appears at the end of a quote, use four dots. . . .”
- Do not put a comma after the “and” in a series of three or more names or brief listings: Brian, Pat and Jim will thank you for that.
- Periods and commas always go inside quotation marks: “You’ll see what we mean,” said the editor. The writer said, “Yes, I will.”
- Question marks and exclamation points go outside the quotation marks when they are not part of the material being quoted. You’ll see what we mean. Do you understand what we meant by “You’ll see what we mean”?
- Colons and semicolons that are not part of a quotation always go outside the quotation marks.
- “Okay” is okay. “OK” is not okay.

- “TV” is okay; “BBQ” is not okay (“barbecue” is).
- Avoid unnecessary, superfluous, space-wasting adjectives. Employ strong verbs.
- Avoid, where possible, the words “very” and “that.”
- Avoid jargon and unnecessary technical terms.
- Use contractions sparingly. For example, instead of “We’d prefer you didn’t say,” write “We would prefer you did not say.”

NOTE: Proofread your article carefully before submitting it to us. Incorrect spellings, especially of names and key terms, can result in a rejected submission or a request to revise.

STYLE AND USAGE GUIDELINES

1. Use your word processor’s spell check and grammar check functions, but do not rely on them entirely. Again, be mindful of Canadian vs. American spelling.
2. Ethnicities should be lowercase, for example: black, white.
3. Use “website,” not “web site.” Use “email, not e-mail.” Internet addresses should begin with www.
4. Spell out the names of Canadian provinces and U.S. states in article text. Abbreviations are acceptable for photo captions, author biographies, and event listings. In these cases, use postal abbreviations for provinces and states. Example: use ON.
5. Do not use “their” to avoid a gendered pronoun, as in “The owner didn’t visit their veterinarian.” Use “his” when in doubt. Alternate with “her” as needed and if desired.
6. Use italics for emphasis (not bold or all caps).
7. Italicize the titles of books, magazines, television shows, movies, plays, albums, and other works. Put magazine and newsletter article titles in quotes, as well as song titles.
8. Brand names and medical terms: Try not to use brand names unless they are essential to the article. Use a generic term, like adhesive bandage instead of Band Aid® or antibiotic cream instead of Cortaid® or cotton-tipped applicator instead of Q-Tip®. If using a brand name, insert the trademark as appropriate (for

example, ® or ™). For prescription medication, use the generic name in lower case. Disease names are also lower case.

NUMBER USAGE

1. Spell out numbers zero through ten. Eleven or above are numbers except at the beginning of sentences (such as this one).
2. Use figures, not words, for ages, as in “My son is 2 years old.” Fractions should also appear as figures. Use “My son is 2 ½ years old.”
3. Use numbers for units of measurement. Examples: “The four boxes weighed between 60 and 72 lbs. Cut a board to 8 ft 4 in. long.” Straight quotes are also acceptable to represent inches and feet. Do not use curly quotes as in 8” if you mean 8”.
4. Units of measurement may be abbreviated (lbs, oz, mg) without a period. Use a period to indicate inches. (The tail was 20 in. long.)
5. Spell out fractions smaller than one using hyphens. Example: three-fourths.
6. Use commas in numbers larger than 999. Example: 1,000, not 1000.
7. Use per cent, not %.

PHOTO GUIDELINES

1. Please supply sharp, well-exposed photos or slides. Use a commercial photo finisher. We never publish photos printed on a home printer. We do not accept unsolicited digital photos.
2. Include the name of the individual(s) in the photo if necessary or a short description of the photo along with name, email and/or website of the photographer.

Writers supply illustrations for their articles.

Photography is commissioned for special occasions only. Writers must obtain all permissions for the use of photographs or other images.

We accept digital images only. Digital images must conform to the following minimum specifications:

- 300 dpi
- 624 wide x 416 high
- PNG or JPEG format
- Please email editor@fbistyle.com for instructions on sending large files. Please do not email files larger than 2MB.

RETURN OF MATERIAL

Photos submitted to FBI STYLE cannot be returned. We cannot use Polaroid photos or low-resolution digital photos. Although we appreciate and enjoy all the photos we receive, we cannot publish them all. We will keep them for possible use in future articles.

PAYMENT

FBI STYLE is currently not offering monetary compensation. Instead, we provide writers with a byline and online access to their article to share in their portfolio. Payment for articles can be discussed on a case-by-case basis.

FAQ's

What types of stories should writers not submit?

FBI STYLE will not publish articles that do not have a fashion, beauty or lifestyle focus i.e. unsolicited fiction or articles promoting particular religious movements.

NOTE: We strongly encourage prospective writers to study our website content at <https://fbistyle.com> to get an idea of our tone, content selection and approach to subjects.

NOTE: We only accept submissions from writers who have read our guidelines. When submitting an article, it is very important that you indicate whether you have already reviewed these guidelines; otherwise, you will receive them automatically, and be asked to re-conform your article to meet them.

FBI STYLE assumes no responsibility or liability for acknowledgment or return of unsolicited articles, including hard drives or other items included in a submission.

Unsolicited articles must be accompanied with appropriate writer/contributor information to be considered for publishing.

If your article is accepted for publication, you will be notified upon publication or in the event that we require revision or more details before publishing.

Will my article be edited?

All articles submitted to FBI STYLE are subject to whatever editing or rewriting our editors deem necessary.

What about rights to my article?

Our policy is to accept articles on an “all rights” basis. The fee paid for an article is a one-time fee. FBI STYLE reserves the unrestricted right, in perpetuity, to make use of material appearing on the website of FBI STYLE, whether in part or in entirety, in other forms, including but not limited to: posting it on our websites, social media, special compilations, and promotional materials.

Thank you and we look forward to reading your stories!