

# Impowerage Magazine

## Writers Guidelines

The Impowerage magazine is currently accepting article pitches. Please read the following guidelines before contacting the editor, Kelly Neufeld at [Kelly@Impowerage.com](mailto:Kelly@Impowerage.com).

Impowerage is an online magazine for active older Canadians. We do have readers worldwide but our focus is on Canadians over 50.

Please read the following Content Categories Overview for an idea of the content we are looking for. When pitching an article be sure to indicate which category the article would fit in and what your qualifications for writing about the particular topic. Please write a compelling title and list the article sub-points.

Some of our columns are written by our resident experts. Article pitches are accepted for these categories but have a lower chance of being picked.

Articles should be between 600-1200 words long and accompanied by at least one relevant photo. We aim to respond to all inquiries within 2 weeks.

# Content Categories Overview

## Fitness

### Ask an Expert

- Written by fitness experts, this column answers readers' questions on exercise-related questions.

### Sports & Activities

- Specific Sports & Activities- Information on playing the sport, how to get involved and the benefits of the sport.

### General Exercise

- Miscellaneous articles on exercise related issues.

### Exercise Routines

- These articles cover specific exercises to target a body area or a population of people with specific concerns such as arthritis or bad backs.

## Health & Wellness

### Eating Well

- Articles concerning nutrition

### Recipes

- Healthy original Recipes

### Living Well

- This column focuses on the latest medical research with a practical focus. Writers should discuss new developments and suggest ways readers can apply the new research to their daily lives.

### On My Mind

- Written by Dr. Carolyn Anderson, this column focuses on strategies for optimum health, energy and happiness.

## **In the News**

### **Opinion**

- Readers are invited to submit opinion pieces on issues facing older adults.

### **Current issues**

- This section is used to announce events, contests and discuss older adults in the news.

## **Lifestyle**

### **Book Reviews**

- We review books that are written by older adults or may be of interest to them. If you would like to have your book reviewed please contact the editor for more information.

### **Entertainment**

- This section covers various activities or fun events. Activities with a fitness component may be better suited for the exercise category.

### **Technology Tips**

- Various technologies and new media are discussed by our resident expert.

### **Travel**

- Specific Locations- Vacation destinations around the world are explored and readers are given important information on travelling to these areas.
- Travel Tips- General tips for travel issues. Writers can address such things as travelling solo, staying safe, packing light, booking online etc.

## **It's Never Too Late**

### **To Work**

- Issues relating to working as an older adult or starting a new business are included in this section. Profiles on older entrepreneurs are welcome as well as general business advice.

### **To Give Back**

- This section highlights various charities or social organizations and how our readers can get involved. Writers may also feature an older adult who started a charity or is involved in a charity but should still give information on how readers can get involved as well. Relevant campaigns or public service announcements may be included.

### **To Start Something**

- Articles in this section can be general articles on motivation or they can encourage readers to start a specific new hobby or educational experience.

### **To Be Fit**

- This section focuses on older adults who are keeping active. Articles on inspiring older athletes are particularly welcome and if possible the article should include some of their age-defying tips.

## **Retirement Issues**

### **Finances**

- This section is written by professional retirement finance speakers. They give advice on managing money and living well on your income.

### **Housing**

- This section covers everything for decluttering your house to downsizing to retirement living options. This section is covered by a real estate agent and organizational professional.

### **Relationship Advice**

- As we age our relationships with our parents, spouse and children change. Articles in this category should give specific advice on dealing with issues such as their possible new roles as:
  - Caregivers
  - Grandparents
  - Empty nesters
  - Single or widowed

### **Retirement Psychology**

- This section examines the aging process and the surrounding psychological research.