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How To Pitch: *Organic Beauty*

At this all-natural mag, almost all sections are open to freelancers

By Blake Gernstetter – January 29, 2009



Circulation: 200,000
Frequency: Bimonthly
Special issues: To be determined

Background: Launched in January 2009, *Organic Beauty* is a "smart, stylish national consumer

magazine that covers natural and organic beauty," says editor-in-chief Rona Berg. A former beauty editor at *New York Times Magazine* and editorial director at *Elle*, Berg says, "It may be a bad time to launch a magazine, but it's a good time to launch this one!" According to Berg, Americans spent \$7 billion on organic and natural personal-care products last year, and the industry is seeing serious growth. "I really believe that green is no longer a trend, it's a lifestyle," says Berg. The mag, which uses recycled paper and inks, reflects that attitude: "If you're going to sustain the planet, you need to sustain the brain," says Berg.

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Organic Beauty targets women 25 to 65 who are looking to cut through the confusion about eco-friendly beauty. "What makes us different is that we are stylish, we're glamorous," says Berg. "We're not granola-crunchy. We are really mainstream green."

What to pitch: *Organic Beauty* is a smart and authoritative resource that also looks beautiful, says Berg. It's very important to Berg to have journalists represented all over the country that bring different perspectives to the magazine. "I'm very interested in getting pitches from freelancers and bouncing ideas around," she says, emphasizing that writers must be passionate about the mandate of the magazine: "You really need to get it about green," says Berg. "We have strong boundaries on what we will and won't cover." About three-fourths of *Organic Beauty* is freelanced out, and almost every section is open for freelance pitches.

"Green and Gorgeous" covers new natural/eco-friendly products and trends, and pieces run about 250-800 words. "Body Beautiful" centers on treatments and products, while "Ageless Beauty" zeroes in on anti-aging trends and techniques, and "Global Beauty" homes in on international beauty secrets with tie-ins to spas, travel, and culture. Along the travel vein is the "On The Go" section, which profiles great retail spots, travel destinations, and green getaways for the eco-conscious jetsetter. "Eco Kids and Family" is also rooted in eco products, but angles toward babies and kids.

"Sustainable Style" is all about fashion, accessories, style, and designers, and stories in this section can run up to 1500 words. The "Green Gurus and Goddesses" department consists of profiles of people with unique, engaging stories about their eco lifestyles, businesses, or other connections. In "Beauty and Well-Being," a recent story featured Amy Galper, an eco entrepreneur who found a way to give back after surviving a life-threatening health crisis.

In addition to the regular departments, *Organic Beauty* has a classic feature well in the center of the book, which is open to freelancers.

What not to pitch: "Up Front," the front-of-book section focused on who's doing what to bring beauty into the mainstream, is made up of news stories and is pretty much written in-house, as is the "Elixir" column. Celebrity features are off-limits to freelancers, too: "Celebrity wrangling is an art form," says Berg.

Online opportunities: "We are hoping to put more attention on the Web site as things go along," says Berg. "Eventually, we'd like to open that to our freelancers."

Percentage freelance content: About 75 percent

Percentage of freelance submissions accepted: Hard to say. "I love to receive a good pitch, and if somebody has strong clips, a good idea, and a good track record, then they have a good shot," says Berg.

What publicists should pitch -- and when: The best thing for publicists to do is to pitch to Berg directly via email, at any time. "We're interested in receiving pitches on anything related to beauty, wellness, nutrition, food, style, green baby, and celebrity," she says. "Our profile of Josie Maran was pitched by a publicist," says Berg, as was a travel story and products in "Green and Gorgeous" and "Ageless Beauty." For pitching products, note that Berg says, "We test-drive everything: we read labels, we smell it, we feel it, we try it. We are experiential." Berg also welcomes pitches for sources for quotes, whether it's an organic chef, nutritionist, holistic doctor, or someone doing natural treatments, for example.

Recent freelance stories pitched and published: "An Organic Bath Of One's Own," about everything you need to create an oasis in your bathroom; "The Secret of Indonesian Beauty," about the philosophy of balancing inner health with outer radiance; "The Sum Of Its Parts," about natural and organic balms, butters, and oils; "Beauty Bonding With Your Baby," about what products are pure enough for mom and baby alike; "Drink Your Way Gorgeous," an expert's guide to the hottest new healthy teas in Hollywood; "Good Posturing," about an ex-dancer who shares the beauty benefits of standing tall.

Etiquette: "The more specific, the better," says Berg. Send pitches via email, with links or attachments to a few published clips. Limit your pitch to a couple of paragraphs or sentences. "If it's interesting, I'll pick up the phone, and we'll start that email dialogue," says Berg. "Sometimes the best stories come out of the back and forth dialogue." She says she is pretty good about responding, so if you don't hear back in a week or two, feel free to email again.

Lead time: Three months ahead. "If somebody has something closer to the wire and I love it, hopefully we can squeak it in," says Berg. "Because we're lean and mean, we have a little more flexibility."

Pay rate: 50 cents per word and up. Varies depending on experience and nature of assignment.

Payment schedule: Up to 60 days after signed contract is received

Kill fee: 25 percent

Rights purchased: "We generally buy one-time magazine and Web rights," says Berg. "We hold the print rights for one year from publication, and the Web rights for 6 months after the issue goes off sale."

Contact info:

Organic Beauty

OrganicBeautyMagazine.net

Direct all freelance pitches to:

EDITOR at ORGANICBEAUTYMAGAZINE dot NET, with "Pitch" in the subject line.

For publicist pitches, email editor-in-chief Rona Berg: RONA at ORGANICBEAUTYMAGAZINE dot NET

Blake Gernstetter is mediabistro.com's editorial assistant.

[**EDITOR'S NOTE:** Though we've updated this article recently, the speed at which things move in media means things may have already changed since then. If you notice any outdated info, [email us](#), and we'll fix it a.s.a.p.]

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