NATIONAL GEOGRAPHIC KIDS MAGAZINE
Submission Guidelines

Thank you for your interest in contributing to *National Geographic Kids,* a general-interest nonfiction magazine for 6- to 14-year-olds published ten times a year. *Nat Geo Kids'* tagline is "Dare to Explore." It's our mission to find fresh ways to entertain children while educating and exciting them about their world.

What types of stories does *National Geographic Kids* publish?
Nat Geo Kids stories cover a broad range of topics, including natural history, science, geography, history, and human interest. For our departments, we are looking for animal anecdotes and cool vacation ideas.

What kinds of proposals is *National Geographic Kids* looking for?
Although our staff generates most of our story ideas, we'd be delighted to receive queries from you about unique stories that have kid appeal.

Here are things to consider before pitching to *Nat Geo Kids:*

Geography, archaeology, paleontology, and history story suggestions must answer the question, "What's fun about that?"

Science and technology story ideas must answer the questions, "How does this directly affect a kid's life?" and "What's in it for a 10-year-old?"

Natural history story ideas must be tightly focused and exciting. For example: *Don't* pitch a general story about cheetahs. *Do* pitch a story on how a cheetah's physical attributes make it the ultimate hunting machine.

For Amazing Animals, we're looking for animal stories that tell about unusual abilities, animal heroes, friendships, or silly situations.

Entertainment story ideas must offer some behind-the-scenes perspective that is unusual and informational.

How should one propose an idea?
Nat Geo Kids does not accept unsolicited manuscripts, so a potential idea should be submitted only through a query letter. A carefully considered query letter should be based on a well-researched premise or hook. Do your homework and study recent issues of *Nat Geo Kids* to be sure that your idea has not already been covered within the last three years.

A good query is short and to the point (about 250 words). It should include a headline that suggests what the story is, a deck that amplifies the headline, a strong lead, and a paragraph that clearly sets out the premise and approach of the piece. The query should represent the style in which the piece will be written. We look for a writing style that's informed but speaks the reader's language and has a sense of humor. Tell us which area of the magazine your story fits into. Please include clips that show a fun sense of style and tone, as well as a resume.

Once you have the perfect idea, here's who to pitch to on the *National Geographic Kids* staff:

Natural history, wildlife, Earth sciences, weather, technology, animal rescues, cute animal friendships: Andrea Silen, Senior Editor (Andrea.Silen@natgeo.com)

History, archaeology, paleontology, explorers, space, pop culture, Amazing Animals, vacations, wacky stuff: Kay Boatner, Senior Editor (Kay.Boatner@natgeo.com)

Any photographic queries should go to Shannon Hibberd, Senior Photo Editor (Shannon.Hibberd@natgeo.com).

Any illustration queries should go to Eileen O'Tousa-Crowson, Design Director (Eileen.O'Tousa-Crowson@natgeo.com).

Still not sure who to contact? Send queries to Michelle Tyler, Editorial Assistant (Michelle.Tyler@natgeo.com), who will forward it to the appropriate editor.

Queries by mail should be sent to the appropriate editor at 1145 17th St. NW, Washington, DC 20036.

Please note that we cannot accept phone queries or acknowledge or return any submissions, whether sent by email or regular mail. All submissions become property of the National Geographic Partners LLC, and rights therefore are transferred to NGP.