Borger’s 6 Down & Dirty Streamers

Interview
BRUCE RICHARDS Talks Tenkara & Tough Trout

Guide Tips
Dry flies and educated trout
About Flyfisher Magazine

Flyfisher magazine is the voice of Fly Fishers International (FFI) whose mission is to support, enhance and preserve fly fishing opportunities. To assist in accomplishing that mission, each issue of the Flyfisher focuses on the three pillars of Education, Conservation and Community. The magazine serves as an educational tool for fly fishers, providing practical information important to fly fishers. We take a hard look at resource issues affecting coldwater, warmwater and saltwater game fish and their habitats. Another goal is to attract and support new constituencies for the sport, particularly women, minorities, youth and disabled persons, while maintaining support for our existing constituency.

Queries

If you have a story, or a story idea, please submit a query letter first rather than a completed manuscript. Send an email outlining your article idea. Your outline should be presented in paragraph form and should include central theme and points to be covered in detail. The topic of your query should be unique, innovative and narrow in focus. Queries should consist of four parts; What is your story? How will you tell it? How is it relevant? What makes you the right person to tell this story?

First time writers must include a brief biography including a list of recently published works and a writing sample.

All queried submissions are accepted on speculation.

All queries, correspondence, and submissions should be emailed to:
Jennifer Bird | jbird@flyfusionmag.com
David Paul Williams | editor@flyfishersinternational.org

Feature Articles

Feature articles should focus on a very specific topic. The subject should be instructional in nature as well as entertaining. Topics can include, but are not limited to, any one of (or combination of) the following broad topics:

- Fish Species
- Fly Patterns
- Tying Techniques/Equipment
- Casting Techniques
- Presentation
- Entomology
- Equipment
- Safety

We prefer that you focus on a specific topic and cover it completely.
**Anecdotes:** Within an article are highly welcome but avoid writing articles that are strictly narrative. The function of anecdotes will be to provide a stimulating framework for communicating or “weaving in” the instructional context of the article. If your article depends heavily on the narrative structure, then be sure it is balanced with instructional information. Avoid using excessively long anecdotes.

**Brand Reference:** Avoid advertising in an article. When referring to brand names and fly-fishing services, please ensure that they work within the context of the sentence or paragraph. All brand, guide, service or lodging references deemed unsuitable will be removed from the article prior to publishing.

---

**FEATURE EDITORIAL**

- Article should be a minimum of 2,000 words (not to exceed 2,500 words)
- A selection of at least 20 photos pertaining to the content of the article and demonstrating a wide variety of angles, content, creativity must be supplied.
- Photo captions are not required at the time of submission but may be requested for individual images.
- Photographer must be identified if other than the author.
- Horizontal images must maintain a minimum dimension of 11”(h) x 17”(w) at 300 DPI.
- Vertical images must maintain a minimum dimension of 8.5”(w) x 11”(h) at 300 DPI.
- When a fly pattern is referenced in an article the flies, and corresponding recipes must be included in the submission.
- When providing drawings or diagrams, please ensure they have been professionally rendered.

---

**PHOTOGRAPHY AND DIGITAL IMAGES**

- All submissions must be supported by quality digital images judged on clarity, angle, content and relevance to the submission.
- Only professionally edited images will be accepted. All others must be submitted in their original format.
- Poor image quality can result in submission being rejected. Do not send ‘grip and grin,’ out of focus, poorly composed images.
- Do provide a mix of vertical and horizontal shots. Photo captions are not required at the time of submission but may be requested for individual images.
- We prefer images be uploaded to our Dropbox site after the login and password is provided. If an alternative digital delivery method is used, you must provide the full login, password and retrieval instructions at the time of the submission.
- Images must be at least 300 dpi and RAW or JPG format.
- Horizontal images must maintain a minimum dimension of 11”(h) x 17”(w)
- Vertical images must maintain a minimum dimension of 8.5”(w) x 11”(h)
- Prints/slides are not accepted.
SUBMISSIONS

If your query is accepted for assignment, details of your submission deadline will be provided. A complete article submission must include the finished article, images as outlined above, photos captions as requested, referenced flies and their recipes, and drawings or diagrams as applicable. Article text must be submitted in Microsoft Word. Add your name, address, telephone number, email address and word count to the upper left corner of the manuscript’s first page.

Send complete submission to:

Flyfisher Magazine
Attention: Jennifer Bird
PO Box 20029, RPO Tamarack Mall
Cranbrook, BC V1C 6J5

Editing & Formatting:

- When possible use gender-neutral language, e.g. ‘fly angler’ or ‘fly fisher’ instead of fly fisherman.
- Use consistent spelling.
- “er” vs “re” (theater rather than theatre)
- “or” vs “our” (color rather than colour)
- Avoid cliches. No gin-clear (or equally bad vodka-clear) water.
- Use Calibri font, 10 point, single line spacing
- Single space after all punctuation, including end punctuation and colons.
- Do not use page numbers, headers or footers.

PAYMENT GUIDELINES

Payment is made net 60 days of publication. Standard rate for a feature editorial is $300 however compensation may vary based on the completeness of the submission package and photos as outlined above. The quality, style, creativity and variety of photos included with the submission have a major impact in determining pay rate.

These guidelines are subject to change without notice at the discretion of the Publisher. Flyfisher purchases first time North American serial print, electronic, and in-house marketing rights to articles and photos. This includes the right to publish purchased material on any or all websites or social media pages owned or controlled by Fly Fishers International. Purchased material may also be reproduced for use in promotional material such as, but not limited to: television commercials, trade show displays and email campaigns.