

# HOW TO GET PUBLISHED

## 2010 EDITORIAL SUBMISSION GUIDELINES

We encourage you to share your  
New Jersey design projects with us.  
The editorial calendar and guidelines  
in this brochure provide information  
about submitting your work.

design **NJ**  
NEW JERSEY'S HOME & DESIGN MAGAZINE



# 2010 EDITORIAL CALENDAR

## FEBRUARY/MARCH

- Annual KITCHEN Issue
- Calling all carpeting
- Designs in concrete
- In the Know: When is it time to replace landscaping?

**Editorial submissions deadline: 9/14/09**

## APRIL/MAY

- Outdoor spaces (pools and landscapes)
- Boost curb appeal
- What's new in paint
- In the Know: Appliances: Smaller is better
- In the Know: How to plan a vegetable garden

**Editorial submissions deadline: 11/13/09**

## JUNE/JULY

- Organizing solutions (closets, garages, rooms)
- Shower power (shower heads, tiles, towel bars, door styles)
- Color therapy
- In the Know: Window treatment trends
- In the Know: How to keep your landscape fresh all summer

**Editorial submissions deadline: 01/8/10**

## AUGUST/SEPTEMBER

- Annual BATHROOM Issue
- Fabulous Finds from High Point, NC
- Mirrored accents (dressers, lamps, more)
- Tabletop trends
- In the Know: Sustainable design: High-performance/low-maintenance fencing, decking, hardscaping

**Editorial submissions deadline: 03/12/10**

## OCTOBER/NOVEMBER

- Range hoods
- Floor and table lamps
- Accent chairs
- In the Know: How to prepare your landscape for winter

**Editorial submissions deadline: 05/7/10**

## DECEMBER/JANUARY

- Annual TREND Issue
- Stylish beds and bedding
- Fireplace accessories (screens, fenders, tools, mantel accessories)
- Universal design products for kitchen & bathroom

**Editorial submissions deadline: 07/9/10**

## HOW TO PARTICIPATE

*Design NJ* features homes of all styles and sizes. If you have a great house or a beautiful room to share, please send a brief description and photos — even if it does not fit with one of our planned features. We receive hundreds of submissions each year and review each one carefully. If we are unable to use your project, it's possible it simply doesn't meet our foreseeable needs. We strive to strike a balance of design styles, architectural styles, and locations around the state. We would like to see more:

- Tastefully decorated condos, townhomes, and apartments.
- Homes with modern, ultramodern, and midcentury modern décor.
- Homes with pared-down American country décor.
- Homes with Mission or other Arts and Crafts-style décor and architecture.
- Homes strongly influenced by ethnic furnishings from Africa, the West Indies, India, Japan, China, etc.
- Homes in southern and northwestern New Jersey.
- Attractive landscapes and gardens.

## PHOTOGRAPHY SPECIFICATIONS

To be considered for publication, you may send scouting photos or professional photos. **Scouting photos** may be low-resolution digital, 35mm slides, transparencies, or prints and should show every room you would like us to consider. If we select the project for publication, we will schedule a photo shoot with a professional photographer. **Professional photos** should be in one of the following formats (in descending order of preference):

- High-resolution digital-photo CDs (300 dpi or greater at the size the image would appear in the magazine).
- Transparencies (4x5, 2 1/4-inch, 35mm slides).
- Color prints produced in a lab.

**Please send digital photos on a CD or DVD. WE CAN NO LONGER ACCEPT THEM VIA E-MAIL.** The CD MUST include full-size or thumbnail printouts of each photo with the filenames included.

The home must be located in New Jersey and not have been published elsewhere. Please identify what room each photo shows and put a return address label on the backs of any material you would like us to return.

## ADDITIONAL WAYS TO PARTICIPATE

Each issue of *Design NJ* also offers other excellent opportunities for publication. If you have a product, project, or service you would like us to consider for one of the following departments, please send a photo and a brief description.

**Before and After:** *Design NJ* is always pleased to receive before-and-after project proposals. Projects, which must be completely finished, may range from simple redecoration to tearing down walls to enlarge a space. We like to receive interesting Ugly Duckling-type turnarounds for any room, a landscape, and even the home's exterior. "Before" and "After" photos are required but do not need to be professional. If we choose to publish the project, we will schedule a photo shoot with a professional photographer.

**Green Design:** Products or services that help homeowners decorate and care for their homes in an environmentally friendly way are welcome. The products or services can involve interiors, exteriors, or landscapes, and they should demonstrate that homes can be beautiful and comfortable as well as eco-friendly.

**Design à la Carte:** This upbeat department features new products, books, events, and services. Each issue also includes Local Finds, a sampling of unique products or services from New Jersey companies. Publishable-quality photos are required.

### Send submissions with photos to:

Ren Miller, Editor  
*Design NJ*  
207 Commercial Court  
Morganville, NJ 07751-1070

## ADDITIONAL SERVICES

*Design NJ* offers several additional services to promote your business:

- Bulk copies of *Design NJ* at discounts off the cover price.
- Customized reprints for sales, marketing, and trade shows.
- Attractive enlargements mounted with your editorial.
- Professional subscriptions at a reduced rate.

Contact Barbara Venezia at 800-969-7176, ext. 264, or [bvenezia@designnewjersey.com](mailto:bvenezia@designnewjersey.com) for additional information and pricing for the above.

## EDITORIAL STAFF

### **Ren Miller, Editor**

800-969-7176, Ext. 214  
[rmiller@designnewjersey.com](mailto:rmiller@designnewjersey.com)

### **Meg Fox, Assistant Editor**

800-969-7176, Ext. 245  
[mfox@designnewjersey.com](mailto:mfox@designnewjersey.com)

### **Robin Amster, Projects Editor**

800-969-7176, Ext. 545  
[ramster@designnewjersey.com](mailto:ramster@designnewjersey.com)

### **Lisa Rackley, Editorial Assistant**

800-969-7176, Ext. 267  
[lrackley@designnewjersey.com](mailto:lrackley@designnewjersey.com)

**designNJ**

207 Commercial Court  
Morganville, NJ 07751-1070  
[www.designnewjersey.com](http://www.designnewjersey.com) • Fax 732-536-5761