



## WRITERS GUIDELINES

*Home Energy* offers authors \$0.20 per word up to a maximum of \$500, plus \$10 for each piece of useable art (photos and figures). Authors are asked to submit an invoice after publication. As a small nonprofit organization, we also welcome author donations or in-kind trade for advertising, magazine subscriptions, extra copies, or use of the article in PDF format.

### FILE FORMATS

Please submit your article by e-mail. We use Mac computers but can accept Word documents for Windows or Mac, RTF documents, Text documents, and other common formats. Please do NOT send embedded graphics in your text file; see our Art Guidelines for information on submitting artwork. Tables do not count as artwork – they are text.

### SECTIONS

**Trends** are short stories explaining a single advance or research result. For example, “A new study has shown that inexpensive bathroom ventilation can reduce odors.” They must clearly address one of *Home Energy’s* core audiences: home performance contractors, utility program personnel, building research scientists, or general contractors. Trends usually require one or two pieces of artwork; art can include a graph, chart, or table, if the display is necessary to clarify the story. We prefer a photo, perhaps of equipment being installed or used, or of a building or a tool.

*Length:* 400–1,800 words maximum

*Artwork:* 1 or 2 pieces; photos preferred

**Features** are longer and provide more in-depth information. For example, “Research over the past three years demonstrates which bathroom fans are best. Surprisingly, the ventilation your customers need can depend on your climate, the style of house, and the number of bathroom users. In some homes, effective odor reduction has a high energy cost.” Features should have sidebars to explain technical concepts and equations, special vocabulary, a specific example of a general concept that is discussed, or a topical close-up. Sidebars can also include reference lists or sources for further reading. Features should be crucial to at least one of our core audiences, and should be interesting to a broad range of other readers as well.

*Length:* 1,800–3,500 words maximum

*Artwork:* 5 to 10 pieces, including photos, charts, and graphs

**Sidebars:** At least one sidebar must be included with complete contact information of companies and/or groups included in the article. Other sidebars can cover tangential or highly technical information; these should run 400–600 words, 800 maximum.

**Field Notes** provide readers with first-person testimonials. They are oriented toward home performance contractors in the field. They focus on a person’s individual experience building or renovating an energy efficient, healthy, and/or affordable home or multifamily building, or developing a home performance contracting business. They must include at least two or three photos.

*Length:* 1,500–3,000 words maximum

*Artwork:* 2 to 5 photographs

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#### WRITERS GUIDELINES *continued*

**Columns** provide readers with direct answers to their specific questions.

For example, the House Doctor column answers reader questions about how to solve home performance problems in their clients' homes. Software/Web discusses how to best utilize different kinds of energy analysis software. We also run Green Building and HVAC columns. Some columns are written by regular columnists, while others are written by industry experts who are invited to be guest columnists and answer a question in their particular area of expertise.

*Length:* 400–1,500 words maximum

*Artwork:* one “mug shot” of the columnist; diagrams or photos as needed

#### OUR AUDIENCES

*Home Energy* covers a well-defined niche: residential energy conservation. Its small yet influential audience includes more than 4,000 home performance contractors, energy auditors, program managers, weatherization crew members, energy officials, general contractors, and manufacturers of energy-efficient products. They are the planners and implementers of utility, government, and commercial projects to make homes more efficient. *Home Energy* is the only national magazine providing technical and research-based information to this specialized yet diverse audience.

To fulfill the information needs of everyone from the insulation contractor to the utility DSM planner in just 48 pages, *Home Energy* authors must write concisely. Embellish with measured data rather than flowery quotes, and avoid straying into policy issues unless they affect the day-to-day business of our readers. The one thing all our readers have in common is a need for facts to help them maximize limited resources; they need to know which conservation measure will yield the most energy savings.

#### CONTENT QUESTIONS

Most articles describe a technology or technique for making homes more efficient. Readers often must estimate how much energy will be saved by a particular measure. The typical *Home Energy* article includes information on:

- show how the device works or how to implement the measure;
- field data on measured energy savings and economics;
- other field experience regarding installation, performance, and consumer response; and
- recommendations for appropriate applications.

Remember, *Home Energy* is a magazine, not a technical journal. Use anecdotes and personal observations to make articles more readable. Draw analogies to help explain technical concepts. Some of our readers have degrees in physics or engineering, while others come out of vocational school or two-week auditor training, or simply work up through the trades. Therefore, language must be clear and simple, with adequate detail so the non-expert can understand.

#### OUR STYLE

Style generally conforms to the *Chicago Manual* or the *Associated Press Stylebook*.

Thank you for helping us produce the highest quality publication possible.