

→ WRITERS' GUIDELINES

US AIRWAYS magazine

US Airways Magazine is looking for writers who can deliver smart, pithy copy. We like breezy. We like humor. We like a friendly, light tone. We do not care for ponderous writing, nor do we care for the smarmy, the condescending, or the hipper-than-thou (but we do like hip).

We prefer to receive story submissions or inquiries via email (edit@usairwaysmag.com) with “Pitch” or “Story Submission” in the subject line. We prefer specific ideas or pitches based on a careful perusal of our magazine (refer to our Web site at usairwaysmag.com if you don't have access to a bound copy). Avoid sending “shotgun pitches,” a single email with multiple story suggestions. Attached clips are preferred, along with a brief note about who you are, what you write about, and where you've been published.

THE FOLLOWING DEPARTMENTS AND SECTIONS ARE OPEN TO FREELANCE SUBMISSIONS:

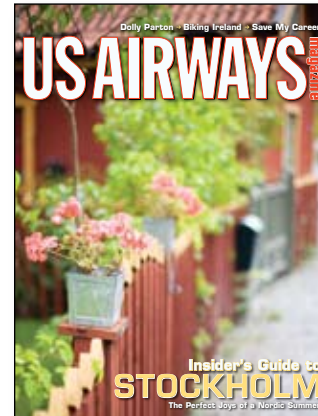
MATERIAL WORLD

WHAT: Stuff. **The tangible.** Objects with a “wow factor” and visual appeal (this section is image driven). Short, smart, witty, informative copy.

WORD COUNT: 50-200 words. Sidebars or copy bits that bounce off the main story are desirable.

EXAMPLES: A unique item found in an art museum gift shop, stylishly useful décor, a curious but useful personal tech gadget, clothing or accessories with an interesting source (i.e., a bag made from recycled soda bottles), a new food concept, a novel tool for homeowners, an unusual sporting or recreational object, a unique personal care or pampering item, a beautiful or fun book, and lists (i.e., 3 upcoming box sets of note, 3 watches with a special feature).

PAYMENT: We'll pay from \$100–\$500 depending on originality of idea, projected space in the magazine, and amount of research used to create an original idea.



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FEATURES

WHAT: The feature well is expansive and includes the following:

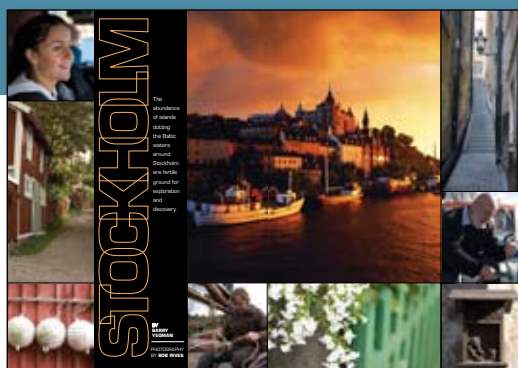
1. THE LEAD FEATURE is our main travel story. It employs a particular angle, or “hook,” to explore a US Airways destination. The lead travel piece is a **through-written narrative** of approximately 1,500 words with service sidebar info of 150–300 words (depending on location). We pay competitive rates, plus travel expenses.

2. A NON-TRAVEL FEATURE could cover a range of topics, including culture (pop or high-brow), human interest, technology, science, sports, history, etc. We're open to **original ideas** for stories from 600–1,500 words. Payment is usually \$1 per word.

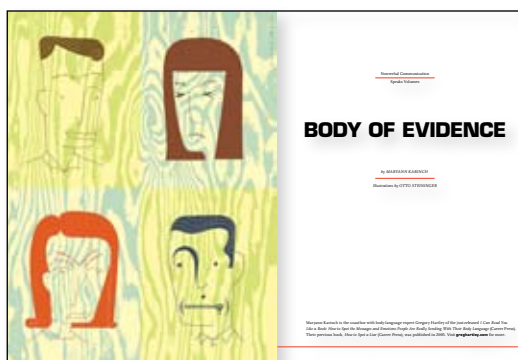
3. A PHOTO ESSAY comprises a series of photos covering 6–8 pages. Each page is dominated by an image but includes an intro story and short descriptive copy (extended caption) for each photo. The sequence gives the reader a **detailed sense** of a specific location. Payment is under the auspices of the art director.

4. THE ADVENTURER is a narrative that describes an **experience**, usually active and location-based (snowboarding in Colorado, hang-gliding in New England, bike trekking in Ireland). These pieces require sidebar info and are accompanied by maps. Word length ranges from 500–2,000 and payment starts at \$1 per word.

1



2



3



4



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5

5. VERBATIM is a **Q & A** with someone of note. It runs about 1,500 words and pays \$1 per word.



6

6. ALTER EGO (or The Flip Side of Celebrity) is a largely visual treatment. The premise of this department is **contrast**: We present famous people and their consuming interest or passion (unrelated to their notoriety). Payment is \$650 for approximately 375 words.



7

7. A GOOD READ is a **through-written feature** on any topic worthy of 1,500–3,000 words. The focus is the telling of a story, narrative or expository. We're looking for **original ideas** that are tight in concept and, of course, written with flair. Payment is based on length.



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ALL OVER THE MAP

WHAT: Travel, destinations, and diversions. We cover interesting locations, events, attractions, “best of” lists, intriguing landmarks, special-interest gatherings or tours, and restaurants, hotels, and spas that are beyond the ordinary. Coverage: the continental U.S., Alaska, Hawaii, Mexico, the Caribbean, and Europe (see US Airways airline maps for destinations). We pay special attention to **eight key cities:** Boston, Charlotte, Las Vegas, New York, Philadelphia, Phoenix, Pittsburgh, and Washington, D.C. Stories range from 50–400 words.

EXAMPLES: An archaeological dig site in England where visitors participate, the top four affordable public golf courses in Charlotte, a hotel in London Gatwick Airport with futuristic pod-like rooms, the three best places for dessert in Pittsburgh, a ride at Kennedy Space Center that lets visitors experience blasting off in a space shuttle, a restaurant inside a cave in Mexico, a guide for exploring Oregon’s wine country, walking tours of France’s Loire Valley wine region.

PAYMENT: We’ll pay for an idea’s value to the magazine. Generally, we pay from \$100–\$400, depending on originality of idea, projected space in the magazine, and amount of research used to foster an original idea.

ALL OVER THE MAP What's Happening in the Key Cities of US Airways

PITTSBURGH → JUST DESSERTS

Satisfying your sweet tooth is easy — maybe too easy — in Pittsburgh. The best treats in town are in three adjacent neighborhoods, practically within walking distance of each other. And believe us, you'll want the exercise after indulging in these homemade confections that you won't find anywhere else.

1 Gullity's Restaurant, Spiral Hill
A perennial dessert champ, Gullity's, two full-time bakers produce a surprising variety of sweets. The most popular are the triple-chocolate cake — with chocolate fudge cake, chocolate icing, and chocolate chips — and the French strawberry pie, featuring a homemade pastry crust, chocolate truffles, whipped-cream-cheese filling, fresh strawberries, and their own strawberry glaze.
1822 Murray Ave.
412.321.8222
gullityrestaurant.com

2 Prusti's Bakery, Shadyside
Its signature item is the buns, almost twice, imitated locally but never equaled in the eyes — or mouths — of loyal customers. Light, fluffy yellow cake surrounds fresh cream custard, and the whole thing is covered with butter cream and Prusti's own sugared almonds.
5325 Walnut St.
412.621.2092

3 Dave & Andy's Ice Cream, Oakland
Make any day a party with Dave & Andy's birthday-cake ice cream, a mix of homemade yellow-and-chocolate cake in sweet-cream ice cream with rainbow jimmies and an icing swirl. Sample the honey-apple-cinnamon granola and mocha-espresso chip, and don't stop until you've found the M&M stick in the bottom of each homemade waffle cone.
207 Arsenal St.
412.681.9906



PHOTOGRAPHY BY JUANIE REDDER / MAPS ON PAGES 130-133 BY STEVE STANKIEWICZ

ALL OVER THE MAP



LONDON → COMPACT CONVENIENCE

Small is beautiful in the pod-like micro-rooms of London's new **Yotel**, an innovative, sci-fi-style sleepers that just landed in the South Terminal of Gatwick Airport. A spin-off of Britain's Yot Sushi restaurant chain, each of the hotel's 40 compact “cabins” is slightly bigger than a Kaps Maki roll — the biggest is 108 square feet. All rooms feature flat-screen TVs and air conditioning complemented by a soothing and surprisingly light decor. Cream-leather fittings and adjustable mood lighting are standard, and gadget-loving travelers will appreciate optional MP3 docks and free Internet access. Each room also has a window overlooking the hotel's interior. Inspired by Japanese capsule hotels and first-class airplane compartments, there are foldaway work stations and built-in storage shelves, while the double bed extends to increase floor space. The small, white-tiled bathrooms have just enough room for a washbasin shower. A second Yotel, aimed at passengers transiting between flights or checking in the night before early-morning departures, opens at London Heathrow this summer. Rates start at \$48 (£25) for four-hour bookings or \$77 (£40) for an overnight stay. Visit yotel.com for more info.

405
Number
(in millions)
of long-
distance
business
trips
Americans
take each
year
Source:
U.S. Bureau of
Economic
Analysis



PHOENIX → ACHY AFTER 18?

When a long day spent hunching over parts and driving down the freeway leaves you with an aching back and sore muscles, try the **Galler's Massage** at the Four Seasons Resort in Scottsdale. Instead of hot stones, therapists use warmed golf balls to knead and relax tight muscles. Each 30- or 60-minute session also includes stretching techniques to help long golfers in top form. For more, go to fourseasons.com/scottsdale.

ALL OVER THE MAP



WASHINGTON, D.C. → ON 'QUE

Sink your teeth into the samplings at the **15th Annual National Capital Barbecue Battle** (June 23–24 in Washington, D.C.). From ribs and pulled pork to beef brisket and juicy chicken, every style and variety of barbecue you can imagine will be smoked, simmered, and ready to enjoy. On Saturday, tents and restaurants from across the region and the nation compete in an event called the Barbecue Challenge with categories for pork, beef, and chicken. There's no Sunday, though, really get cooking at the National Park BBQ Championship, where cooks vie for titles in whole hog, pork shoulder, and pork ribs. The winner goes on to compete in the World Championship Park Barbecue contest at a yearly event in Memphis. When you've had enough to eat, hear the live reggae, jazz, blues, and national and regional rock. barbecuebattle.com

If you're in the D.C. area but can't make it to the battle, check out the **five best barbecue restaurants** (as chosen by ABC City Guide users).

1 Mighty Mighty Kitchen
202 Harrison St. SE, Leesburg, Virginia
703.777.6406, mightymightykitchen.com

2 Rocklands Barbeque & Grilling Company
2418 Wisconsin Ave. NW, Washington, D.C.
202.333.2558, rocklands.com

3 Dixie Bones
13440 Osoyan Rd., Woodbridge, Virginia
703.462.2200, dixiebones.com

4 Old Glory All American Bar-B-Que
3139 M St. NW, Washington, D.C.
202.337.3406, oldglorybbq.com

5 Willard's Real Pit BBQ
4200 Charley Strip, Chantilly, Virginia
703.468.9970