

WRITER'S GUIDELINES

Motorcycle Consumer News© is a magazine devoted to all aspects of motorcycle consumerism and travel on motorcycles. Though we publish a wide variety of material dealing with motorcycling, we do not accept unassigned product reports, unassigned rally coverage, motorcycle evaluations, poetry, or X-rated contributions. Below is a list of the common reasons manuscripts are rejected:

1. The article is too long (nothing over 3000 words without prior authorization).
2. There are no accompanying photos, art or illustrations with the article.
3. The article will not fit easily into one of our departments or general feature categories.
4. The article is formatted as a day-to-day diary, or a journal-type travelogue.
5. The article is a product report of some kind without complete information or a complete evaluation.
6. The article is of a technical nature and does not include references, resources or attribution.
7. The article is too brief or dated (remember, we have a six to eight week lead-time).

•If your material falls into any of these areas, your chances for acceptance are extremely slim. What are we looking for? The ideal manuscript that will attract our interest is a 1,000 to 3,000-word article accompanied by 10 or more sharp prints or color slides (we also accept electronic images in jpeg format with a minimum 300 dpi resolution)—dealing with an aspect of motorcycling that will interest your fellow motorcyclists. We also look for solid, well-written consumer pieces on specific topics. Look at a recent issue of MCN for a better understanding of the type of articles we print (see our website at www.mcnews.com). Also, include a short biography of the author.

•Technical how-to's and motorcycle improvements or modifications attract our immediate attention. The closer you come to these examples, the better your chances of acceptance.

•Motorcycle history or accurate, well-researched and informative technical pieces with illustrations and/or photos. (Note: All technical material must be accompanied by authentication. References and attribution are required if published research is used.)

•Photo information: We prefer 3x5 or 4x6 color or glossy black-and-white prints or electronic images in jpeg format with a minimum 300 dpi resolution, however, 35mm color transparencies are acceptable. Irreplaceable photographs should be duped or sent insured with a carrier such as UPS. If sending black and white prints, please enclose your negatives. Polaroid prints should not be submitted. Definitely avoid me-and-my-bike snapshots. Instead, make your photos illustrate your article. Action shots—like bikes on the road—and unique angles and/or exposures always attract our attention. Also, do not try to edit your photos, send everything relevant to the article. The editing is our job.

•Motorcycle Consumer News© pays on publication—usually within 30 days of the cover date. Manuscripts should be typewritten or laser-printed, double-spaced, with ample margins. Avoid sending us dot-matrix-printed manuscripts. An electronic copy in ASCII text or MS Word on an MS-DOS or MacIntosh formatted disk is required.

•Always include a self-addressed envelope and sufficient return postage so that your material can be returned if we find we cannot use it. We cannot assume responsibility for any material submitted, but we assure you that reasonable care will be taken in handling your work. We only accept material on an exclusive basis, and we reserve the right to edit material as needed. For queries, we prefer them to be written and mailed, e-mailed or faxed—not phoned in.

Send your material to: Motorcycle Consumer News, P.O. Box 6050, Mission Viejo, CA 92690; or, e-mail to: editor@mcnews.com. Printed, mailed hard copy manuscripts tend to receive quicker, more thorough examination by the editors.