While It Lasts Contributor Guidelines

Welcome to *While It Lasts Magazine.* We publish human travel journalism about experiences worth traveling for. We are on the hunt for timing-driven, experiential travel stories, each focused on a singular event or experience worth planning a trip around.

We are not a destination marketing board or a generic travel listicle site—we want real, evocative stories anchored by a clear sense of timeliness and genuine human perspective.

We don't just tell you where to go–we tell you what to do, and when to do it. From cheering in the stands of the Super Bowl to running from the bulls in Spain, we are here to encourage readers to chase life's most memorable experiences.

Before pitching or submitting, please review our core editorial, ethical, and stylistic guidelines below.

Voice: Human Travel Journalism

- Personal, Unfiltered Voices: Your story must be rooted in your first-person experience, genuine human emotion, and honest personal reflection. We want to know what happened, how you felt, and how the experience changed you. Write as distinctly human as possible—we actively reject AI-generated, synthesized, or generic "brochure" copy.
- Journalism vs. Marketing: We do not publish promotional content or destination marketing. If you attended a high-profile festival, limited-time exhibit, or hyped pop-up and found it disappointing, tell us. Honest, critical, and nuanced reporting is mandatory.
- Press Trips & Conflicts: Sponsored travel and press trips are highly encouraged, but complete editorial independence and honest reviews are strictly required.
- Serviceable Storytelling: Weave actionable travel details organically into your narrative storytelling rather than listing them as dry bullet points.

The Timeliness Requirement ("Why Now?")

Every pitch and story must answer two critical questions: Why now? and How long does it last?

- Your piece must center on an event, season, installation, pop-up, or otherwise with a clear time boundary.
- Emphasize the temporary nature of the subject matter—whether it lasts for a single weekend, a three-month season, or a final limited run.

Ethical Coverage & Conservation

- All coverage involving nature, wildlife, or delicate ecosystems must be approached from an ethical, conservation-focused perspective.
- Every natural or outdoor piece must explicitly address conservation, responsible recreation, ethical distance, and/or environmental impact within the text.

Article Formatting & Style

- Length: 800 to 1,200 words maximum.
- Structure: Cohesive prose paragraphs with creative, narrative flow.
- Style: AP Style guidelines (proper punctuation, capitalization, and journalistic formatting).
- Quotes: Incorporate quotes from outside sources, locals, organizers, or experts to add depth and context to your personal narrative.
- Practical Sidebar: Include a standalone sidebar with essential practical details (e.g., dates, booking windows, access info, entry fees, recommendations. Example below)

Media & Social Media Requirements

- Original Visuals: Submit original photos, videos, or visual media captured during your experience.
- Social Assets: Video clips or imagery submitted can be used for social media distribution alongside your text.
- Collaborative Posts: We would appreciate it if writers accept Instagram/social media collaboration posts with *While It Lasts* upon publication to help amplify the reach of their piece.

Sidebar Example:

While you're there

Editors favorite picks

Stay Here

Mangy Moose — Do not miss. It's a Teton Village institution.

Il Villaggio Osteria — Italian inside Hotel Terra

Spur — Elevated mountain dining inside Teton Mountain Lodge.

Bistro — Great lunch in downtown Jackson.

Corbet’s Cabin — Waffles at 10,450 feet.

Eat Here

Hotel Terra — Contemporary slope-side hotel in Teton Village and the base for my trip.

Teton Mountain Lodge & Spa — Its neighboring sister property with a more classic mountain-lodge feel.

Play Here

Jackson Hole Aerial Tram — Ride Big Red to the summit

Jackson Hole Whitewater — Snake River rafting

Self Drive Audio Tour– Head out on your own with a built in tour guide.

Jackson Hole Wildlife Safari– Tour Grand Teton National Park with expert guides

Submission Guidelines

Completed articles should be emailed to your editor with the subject line: WIL: READY FOR EDITS

Articles should be submitted via google docs with the permissions set to everyone with the link, and editor status.

Photos should be sent via google link and not included in the article.