

Welcome to ANTICS' pitch guide! As a writers-run music magazine, we know how exhausting it is to pitch to various outlets and not get proper feedback—or worse, be ghosted. If you're interested in pitching us, here's everything you need to know beforehand.

ANTICS' tone is fun yet authoritative. We don't want dry, academic writing, nor do we want generic interviews. We love fearless writing that isn't afraid to dig deeper and get meta when warranted. The magazine is also geared towards a Gen Z readership, so keep this in mind while pitching us.

### **What we're generally looking for:**

- Detailed profiles and Q&As that go in depth on an artist or band's work with angles that haven't been explored in previous interviews with different outlets. Don't go with the established take, find something more interesting.
- We're always looking for pieces on artists that no one else is covering.
- Essays on music trends, thoroughly thought-out "hot takes," and explorations on subcultures in music that don't often get the spotlight.
- Personal essays with interesting angles, exploring how themes like grief, community, etc. intertwine with music.
- We're also not opposed to essays about music with a humorous angle, but please try to actually be funny.
- Capsule reviews (400 words max)
- Investigative reporting pieces tied to the music industry.
- We're always looking for short, punchy front-of-book ideas. Feel free to get creative with these.
- Are you an established musician looking to write a tour diary? We're interested in those, too!

Send pitches to [pitches@anticsmag.com](mailto:pitches@anticsmag.com) with a subject line briefly summarizing the gist of it. Please write detailed pitches. Don't just tell us you want to interview someone. Tell us why. What angle would you bring to the interview that differs from what they've told other writers during this press cycle? Don't forget to include your portfolio or select clips that best show your writing abilities. Finally, it shouldn't need to be said, but please don't send us pitches about artists you are friends with. This goes against the most basic ethical standards in journalism and usually leads to boring interviews.

Word count for essays is 1,200~ words. Word count for profiles and Q&As should be 1,500 words unless it's a cover story, which should be 2,500-3,000 words. Capsule reviews are between 300-400 words, and longform reviews are between 600-800 words.