

How To Pitch Chatelaine

Last updated: July 9, 2024

What is *Chatelaine*?

Chatelaine is a 97-year-old Canadian magazine serving primarily women (and gender nonconforming folks) aged 35+. In our long history, we've covered the gamut, but our main pillars include food, style and beauty, health, home and features that explore the everyday realities of Canadian women. You can find us at chatelaine.com, and on [Twitter](#), [Facebook](#) and [Instagram](#).

I want to write for *Chatelaine*!

Awesome! Here's a handy list of our masthead and what each editor handles:

- **For general inquiries and pitches:** Maureen Halushak, editor-in-chief | maureen.halushak@stjoseph.com
- **For Food:** Chantal Braganza, deputy editor, food | chantal.braganza@stjoseph.com
For specific Food pitch guidelines, [click here](#).
- **For Style and Beauty:** Andréanne Dion, senior editor, style and beauty | andréanne.dion@stjoseph.com
For specific Style and Beauty pitch guidelines, click here. ***COMING SOON***
- **For features and essays:** Erica Lenti, deputy editor, features | erica.lenti@stjoseph.com
- **For digital-specific stories and inquiries:** Gillian Grace, deputy editor, digital | gillian.grace@stjoseph.com

We ask that you read back issues of the magazine as well as recent digital stories for a sense of our voice and tone, and to ensure you aren't pitching something we've already covered.

What are you looking for?

Chatelaine is currently accepting the following kinds of stories for both our digital and print publications:

- **Longform, enterprise features:** *Chatelaine* publishes unexpected, thoughtful features that span all pillars of the publication. That includes politics, justice, environment, culture, fashion, beauty, food, identity and health.

These stories are heavily reported and researched, and they go through multiple drafts before they are published. These features explore and unpack big issues, ideas and themes, and they include elements of narrative storytelling—compelling characters, colourful scenes, conflict (and sometimes, resolution) and masterful narration. These stories are at minimum 1,500-2,000 words.

Examples:

- “[They Wanted A Sperm Donor. They Turned To Facebook](#)” by Alison Motluk
- “[‘The System Is So Broken’: What It’s Like In Long-Term Care Right Now](#)” by Nora Loreto
- “[God Told Her To Spend 40 Days In The Woods—So She Did](#)” by Rhiannon Russell

For Food feature pitches, please email chantal.braganza@stjoseph.com

For Style and Beauty feature pitches, please email andreaanne.dion@stjoseph.com

For all other feature pitches, please email erica.lenti@stjoseph.com

- **Profiles:** *Chatelaine* profiles provide a peek into the lives of Canadian women and gender nonconforming people who inspire us, who are making change, or whose work has an impact on our everyday lives. These profiles can range from politicians to pop stars. These stories typically run 1,500-2,000 words—they’re concise but pack a punch.

Examples:

- “[Lisa LaFlamme Is Just Getting Started](#)” by Elizabeth Renzetti
- “[Michelle Rempel Garner Doesn’t Care If You Like Her](#)” by Vicky Mochama
- “[Ann-Marie MacDonald Has Written Her Queerest Book Yet](#)” by Anna Fitzpatrick
- “[Why Readers Love Quebec Crime Writer Louise Penny](#)” by Danielle Groen

Please pitch profiles to erica.lenti@stjoseph.com or maureen.halushak@stjoseph.com

- **Short reported features:** These features are shorter than enterprise/longform features, but they are still bolstered by thoughtful reporting and research. Often, these features are able to tackle more timely issues online. These range from 1,000-1,500 words.

Examples:

- “[How Canadian Abortion Providers Are Preparing For A Potential Uptick of Americans Seeking Care](#)” by Sarah Ratchford
- “[Should Canada Finally Abolish The Monarchy?](#)” by Stacy Lee Kong

- [“I’m A Travel Writer Who Stopped Flying During The Pandemic. Can I Keep It Up For The Climate?”](#) by Kat Tancock

Please pitch short features to erica.lenti@stjoseph.com or gillian.grace@stjoseph.com

- **Relationship Essays:** At their core, *Chatelaine*’s relationship essays consider the intricacies within our relationships, and how they shape our identities. The subjects of these essays are not limited to romantic relationships, but also relationships among family, friends and others (in one case, even about dogs!).

Examples:

- [“What I’ve Learned About Love and Loss From My Dogs”](#) by Lori Fox
- [“What My Mom Taught Me About Friendship”](#) by Amil Niazi
- [“What It’s Like Coming Out To My Grandmother—Over and Over”](#) by Erica Lenti

Please pitch relationship essays to maureen.halushak@stjoseph.com or erica.lenti@stjoseph.com

- **Personal Essays and Memoirs:** These are first-person essays that explore lived experiences, struggles and triumphs. These stories also connect to a bigger issue or theme.

Examples:

- [“I Ditched The City For Country Living—And I Finally Feel Free”](#) by Zoe Whittall
- [“How I Find Joy—Even When Everything Sucks”](#) by Shireen Ahmed
- [“How—After 14 Years, Severe Illness and A Near-Death Experience—I Finally Finished My Degree”](#) by Ashley-Elizabeth Best

Please pitch personal essays and memoirs to the editor who best matches your story’s subject matter (food, style, etc.) or to gillian.grace@stjoseph.com, maureen.halushak@stjoseph.com, or erica.lenti@stjoseph.com

- **Service:** These stories serve our audiences across our range of pillars—from food to health to style and beauty and beyond. They might include how-to guides, “We tried it” guides and sage, expert advice for your everyday.

Examples:

- [“6 Important Things To Ask Your Doctor About At Your Next Appointment”](#) by Karen Robock
- [“We Tried It: The Best Jeans For Most Bodies”](#) by Andréanne Dion and Ingrie Williams
- [“How To Wash Your Workout Clothes \(And Actually Get Rid Of The Stink\)”](#) by Caitlin Kenny

- **Explainers:** These pieces break down a complex topic or current event and help make sense of it for readers. These explainers rely on expert voices and research. They

usually run at about 750-800 words.

Examples:

- “[When Should You Go To The ER?](#)” by Mariyam Khaja
- “[Just How Much Coffee, Tea and Red Wine Is Good For You?](#)” by Tayo Bero
- “[What's The Most Environmentally Friendly Alternative To Single-Use Plastic Bags?](#)” by Ruth Kamnitzer
- “[What To Know About Hockey Canada's Sexual Assault Crisis](#)” by Steven Loung

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What are you *not* looking for?

- **Topics that aren't fully fleshed-out stories:** Your pitch should contain a clear idea of narrative direction, *not* a general topic or subject area. Example: “a story about the climate crisis” versus “a story about why I'm refraining from flying because of its impact on the climate crisis.”
- **Listicles**
- **Stories without a Canadian angle:** This also includes writers who are unfamiliar with Canada.

Do you pay?

Yes! Commissions start at \$350 CAD, and that rate increases depending on how ambitious a project is, the amount of reporting and research required to make it happen, etc.

If you have questions about rates, please inquire with the editor you're pitching or editor-in-chief Maureen Halushak: maureen.halushak@stjoseph.com.

What's your policy on AI?

As per the AI policy implemented by our parent company, SJC, we do not publish any content that is written, in part or in totality, using AI tools.

I have an idea and I want to pitch you. What makes a good pitch?

Please email your idea with “PITCH:” and a short description of your idea in the subject line.

The most successful pitches are usually two to three paragraphs long, and offer a sense of the story and how you’ll get it done (and likely, your writing chops).

Your pitch should include:

- What the story is about, beyond just a news hook or topic area. What is the theme of your story, or what kinds of issues are you trying to explore? (This can change as you do more research and reporting, but you should have a sense of what you’re looking for beyond a broad subject area.)
- For reported narratives: Who your main characters are (including yourself if it’s a first-person piece), the central conflict or issue at hand, and how you’ll carry readers through the story. Please note access to sources if you can.
- The research and reporting you’ve already done (or, in other words, why you have authority on this story).
- A line or two about you, your credentials, clips, etc.

For more on pitching, we highly recommend Drew Nelles’ [“How to write a magazine pitch”](#)

A note on freelancing, pitching and diversity

Chatelaine is an inclusive publication. Since 2020, [we have committed at least 40 percent of our freelance budget](#) to Black writers, Indigenous writers and writers of colour. *Chatelaine* is also trans-inclusive, and we encourage trans, non-binary and gender nonconforming writers to pitch us. If you have questions about our diversity plan, please feel free to reach out to editor-in-chief Maureen Halushak: maureen.halushak@stjoseph.com.

Okay, I pitched you!

Amazing! We can’t wait to read your ideas. Please note that it usually takes editors about two weeks to get to pitches; if you haven’t heard back in that time, please feel free to send a simple follow-up. We try to answer all pitches whether they are successful or not.

Thanks for your interest in writing for *Chatelaine*!