

How To Pitch A Story To Refinery29 Australia

Good news: we're now accepting freelance pitches on a wide range of subjects!

We're looking to amplify underrepresented voices and how they are impacted by policy, represented in pop culture, and are forging their own paths. We'll also be there to help our audience navigate decisions big and small, from switching up their hairstyle to quitting their job. But before you send us your ideas, here are a few things to keep in mind to make sure you're on the right track.

A bit about us

Refinery29's mission is to help women and underrepresented people see, feel, and claim their power. We're launching Down Under to spotlight the unique experiences and perspectives of Australian women and underrepresented people, predominantly Gen-Z and millennials. We're fiercely committed to making space for and elevating the perspectives and stories of a diverse range of people, including racialised and marginalised women and gender non-binary people of all abilities, socio-economic statuses, identities, and sizes.

What kind of stories are we looking for?

We plan to publish everything from personal essays to reported trend pieces and features on race, reproductive rights, and pop culture. Our dream stories will be surprising, illuminate the world around us, and be written through a local lens. That Australian flavour may come from the nature of the subject or simply be because the author has a distinct Australian voice in the media landscape. We focus on lifestyle journalism; that is, journalism about living. We're particularly interested in stories from freelancers under the Work and Money, Relationships, Wellness, Beauty, Social Justice and Politics categories. We aren't a newsroom, but we do give context behind the headlines, report on how current events impact women, and answer questions not addressed in quick news stories. Please note that we don't accept fiction or poetry.

A few of our favourite types of pieces on Refinery29

- Opinion-driven cultural pieces:
[It's Time We Start Refusing To Meet The Oscars In The Middle](#)
[Dear Hollywood, Can You Please Just Hire Actual Fat People to Play Fat Characters?](#)
- Personal essays with a unique angle:

[Lessons From My Late Mother: How I Survived A Miscarriage In COVID-19](#) [My Professional Jealousy Is Out Of Control](#)

- Meaty features:
[Politics, Policy & Social Media: How Natural Hair Has Influenced A Generation](#)
[The Perils Of Using Fashion For Protest](#)
- Trend pieces with a point of difference:
[Does Wearing Your Water Bottle Make You Drink More? An Investigation](#)

What about Money Diaries?

Anyone can submit a Money Diary! Just log your spending over seven days and report back to us with all of the details. We recommend reading our full guide on [how to submit a Money Diary](#) before you get started. Already ready to go? [Submit your diary via our Google Form](#).

What will I get paid?

Our rates aren't based on word count, but vary based on the type of story and the amount of work required. As a guide, personal essays and shorter reported articles will start at AUD\$200 and go up from there depending on the piece. A thorough explainer, or something that involves multiple interviews, will start at AUD\$300.

Here's how to pitch

Send us an email at refinery29@vinyl.media that includes as much of the below information, as succinctly as possible.

WORKING HEADLINE: To arrive at one, try to dilute the main takeaway - what made you interested in the idea? How would you describe it to someone with a short attention span to try and entice them to read?

CONTEXT: Why is now the right time for this story? Has a politician said something that's prompted the idea? Is there a new study on the subject? Is search interest in this topic increasing? Is everyone on Twitter talking about it? Is there a new product launch?

CONTENT: What will be discussed in the piece? What is the Refinery29 angle that makes it unique from the way others will write about it? What experts will you speak to? Will you be calling on case studies? Where will you source them?

CONCLUSION: What conclusion do you hope to draw? (This might change as you write and research, as might some of the above).

If there's anything specific to you that makes you the right person to write the piece, let us know. Also include an estimated word count.

Other things to keep in mind

- Not a regular Refinery29 reader? Time to change that. The most successful freelancers know exactly what kinds of stories a given publication is likely to tackle by nature of being familiar with the outlet.
- Do a quick Google search before pitching to make sure your idea hasn't been covered by us recently. Remember: the best stories are surprising, challenging, entertaining, or help readers navigate the world around them. That means pitches should address why this story matters right now (which might be a solid news hook, but not necessarily), and what the larger takeaway is for the reader.
- Diversity in interview sources matters, even if the story is not about race, identity, or inclusion. Please keep this front of mind when gathering experts/talent.

Where to send your pitch

[Submit your pitch here.](#)

Due to the high volume of pitches we receive, please note that we won't be able to respond to every pitch. If it's of interest, you'll hear back from us; otherwise, your name will be added to our contributor database for future consideration.

We look forward to hearing from you!

Note: this document is a localised/edited version of the Refinery29 Canada guidelines: [How To Pitch A Story To Refinery29 Canada](#)