



mummo magazine

Guidelines for article submissions

If you are a mum* and would like to submit an article for possible inclusion in the mummo magazine, please respect the following guidelines:

* When we say 'mum', we're including anyone who considers themselves to be a mum, including (of course) mums-to-be, adoptive mums, step mums, foster mums and legal guardians. For obvious reasons, because mummo magazine is meant to be entirely "by mums for mums", we cannot include articles by people who are not mums.

- your article should be around 1,000 words in length, although feel free to submit a shorter blog post, poem or other creative offering
- it should be written in the first person - in other words, using "I ..." rather than "she ..." - unless there is a very strong case for doing it otherwise
- it should be genuinely useful and informative, not an advert in disguise!
- you must write it yourself (or it should be submitted by / in the name of the mum who did write it)
- you must hold the copyright for or have the legal right to use **everything** that you submit for the mummo magazine - this includes images
- you should add any contact details you would like published at the end of your article

In addition, it would be great if you could please:

- think about how your article will appear when it is laid out in the magazine, and use things like bullet points, boxes and images to break up the text and add interest
- provide appropriate photographs or other images to support the text
- provide a photograph of yourself that you are happy to have published, or let us know if you would prefer not to do this
- answer at least three or four of the 'personal questions for contributors' for inclusion in a profile at the end of your piece



mumpreneurs

- if you are writing about your business, you may like to imagine that you are being interviewed and use the 'questions for mumpreneurs' as a guide to help you with your article
- you don't need to stick to these questions rigidly - you can miss some of the questions out or change them if you like, or just write your article in your own way

bloggers

- if you are submitting a blog post, please provide a link to the post and state clearly the date on which it was originally published
- please also make sure that it is a stand-alone post and does not refer to other posts or people (or, if it does, that these references can be removed without losing the sense of what you've written)
- bear in mind that magazine readers don't have any background info and haven't had a chance to build a relationship with you (yet), so your post needs to have instant impact - ideally, it will be laugh-out-loud funny; desperately moving; a little bit contentious ... or just the kind of scenario that other mums will immediately recognise with a sigh!

artists / creative mums

- you do not need to write an article unless you wish to - it is enough to simply submit a few examples of your work and answers to some of the personal questions
- we will come back to you if we'd like more information

What you need to submit:

- the completed submission form with your contact details
- your article / blog post / examples of your artwork
- any supporting images you can provide
- answers to a few of the personal questions
- a photograph of yourself (if you are happy to do so)

Please send all information to jo@mummo.co.uk.

Please ensure that all files are re-named to include your own name, eg. personal questions for contributors - jo blogs.

Please send text documents as .doc Word files (not .docx).



Important

By submitting your article to the magazine, you are giving permission to Mummo Ltd to publish that material in the context of the mummo magazine (under the overall copyright of Mummo Ltd). You do, of course, retain copyright of your own material as its original creator.

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