

now.
PITCH
GUIDE
2023

PITCHING TO now.

(1) CREATE A COMPELLING HEADLINE

Use the subject line in your email to write a potential headline of your story.

(2) INTRODUCE YOURSELF AND YOUR PITCH

Tell the editor who you are and let them know what you're interested in writing about. Summarize your pitch in three to five sentences and be sure to include:

- Who/what you intend on writing about
- The topics/themes you intend on exploring
- Their relevance
- What section it would be published in


(3) SEND YOUR PITCH

Send your pitch to news@nowtoronto.com.

(4) NO NEED TO FOLLOW UP, WE'LL CONTACT YOU IF YOU'RE INTERESTED

Thank you for considering Now Toronto to publish your work. Due to the high volume of pitches we receive, our editors will only get back to you if your pitch is accepted. If five business days have gone by, our editorial team has passed on the pitch.

ORIGINAL REPORTING



Original reporting on Now Toronto takes the form of **Q+As, Profiles, Reported Essays** and **Photo Essays**.

Q+A EXAMPLE

[The Revival of Annahstasia](#) (BULLY)

PROFILE EXAMPLE

[Shenseea Talks Upbringing, Crossing Over, and Supporting LGBTQ Community](#) (Teen Vogue)

REPORTED ESSAY EXAMPLE

[How Canadian Black Women in the Film Industry Are Breaking the Mould](#) (ELLE)

PHOTO ESSAY EXAMPLE

[celebrating caribbean-canadian culture at caribana](#) (i-D)

OP-ED EXAMPLE

[On the Exploitation of Black Rappers' Deaths](#) (Complex)



ORIGINAL REPORTING GUIDELINES

Q+A

01.

Q+As are an effective means to editorialize a subject and retain the conversational element for readers. Q+As should open with a 200-250 word intro to brief readers on the subject and topics that will be explored and follow with a minimum of eight questions and corresponding answers.

PROFILE

02.

A profile is a deep dive into a subject and the world in which they enter or exists in. It should read as immersive and should be grounded in research and fact-checking. Short profiles should run around 1000-1200 words, longer profiles are 1200+ words.

REPORTED ESSAY

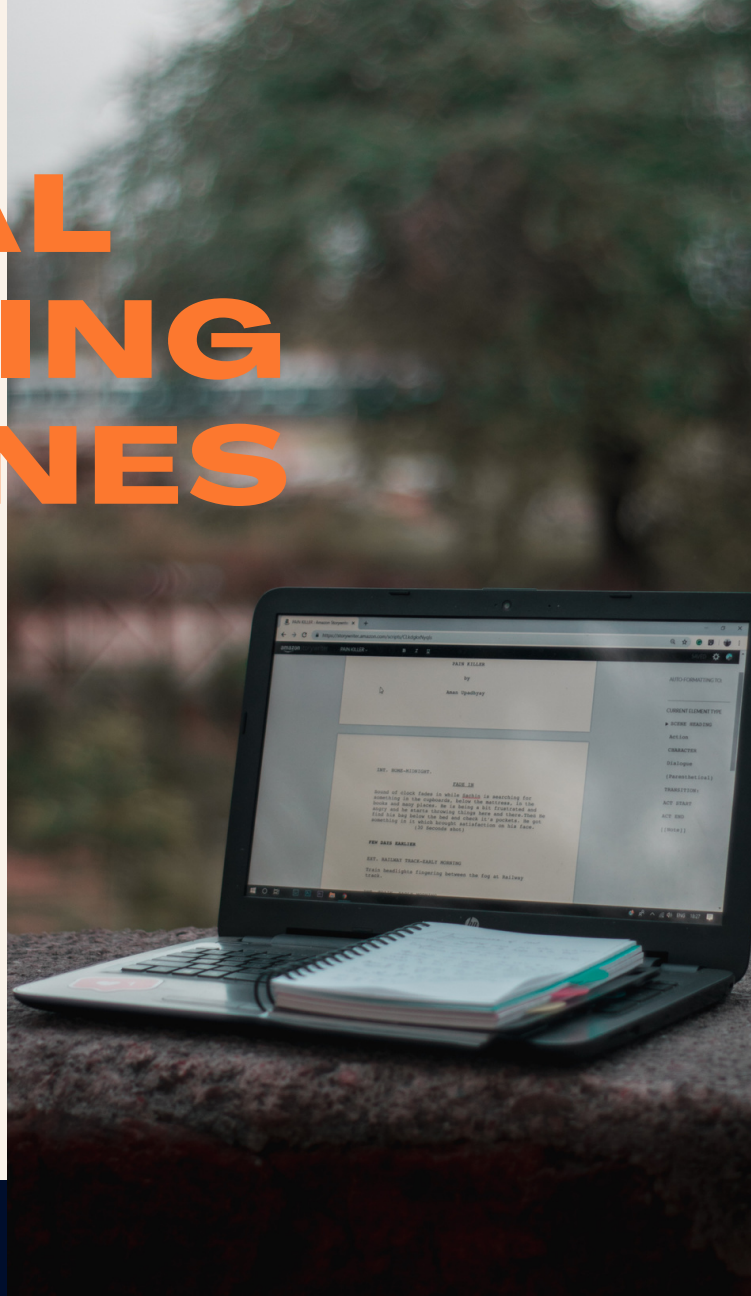
03.

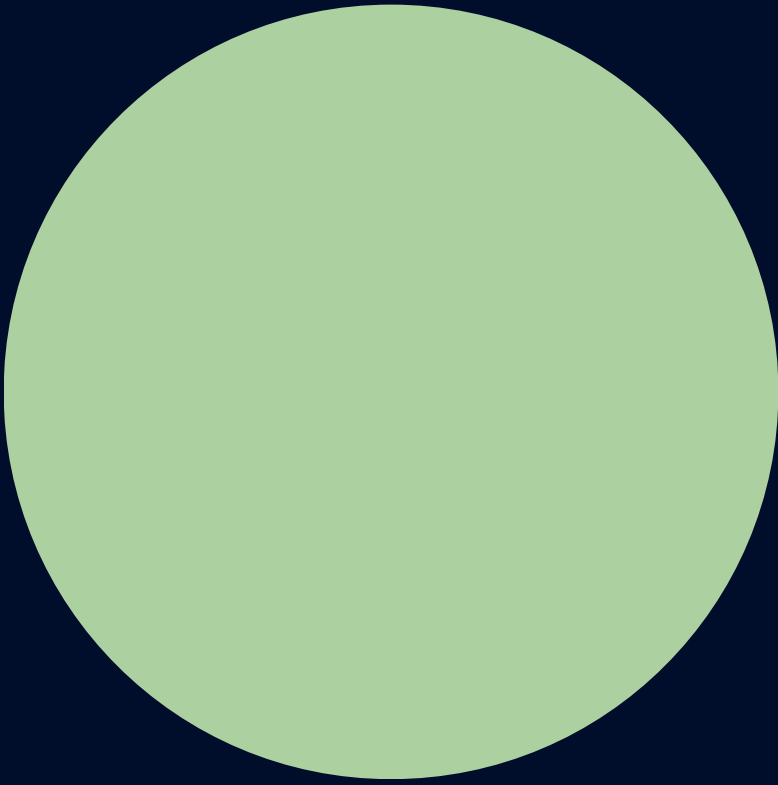
Using a personal narrative as an entry point, a reported essay explores beyond the scope to see the effect it has on other people. Expert opinion and similar voices can also be involved for additional context. Reported essays should be a minimum of 1000 words.

PHOTO ESSAY

04.

Photo essays allow us to use photos to guide readers through a topic. At a minimum, photo essays should have ten distinct photographs and should be accompanied by some copy, either a 200-250 word introduction, or an introduction and captions with each photo to assist readers in their journey through the piece.





CONTACT

Please send additional pitch-related inquiries to news@nowtoronto.com.

now.