



ABOUT IN CIRCLE PETS

In Circle Pets (ICP) is an online community for urban animal lovers who need and want information quickly. ICP seeks to enhance the human/animal bond and prides itself on:

- maintaining a local focus (San Francisco is the first of many planned editions)
- publishing high-quality content in easy-to-digest articles
- presenting an attractive, easy-to-use interface
- involving pet owners in a user-generated directory

ABOUT OUR AUDIENCE

Typical ICP site visitors:

- are educated, working professionals living in large cities,
- have little spare time, and
- would benefit from a network of like-minded animal lovers in their immediate social circle

ABOUT THE CONTENT

ICP's content is divided into three sections. "Directory" and "Community" content will be generated by pet owners and the suppliers of pet services/products.

Content for the "News" section will be written by freelancers. We're looking for article proposals on topics such as:

- ordinary people who have extraordinary bonds with animals
- unusual goods or services for pets
- funny pet stories, especially if the backdrop is somewhere in the Bay Area
- trends in pet ownership, training, nutrition, etc.
- reviews of lodging, parks, and other travel destinations for you and your pet
- sports and activities for dogs (agility training, sheep herding, etc.)
- pet psychology
- nonprofit organizations devoted to pets
- working animals (police, service, therapy, movies)
- depiction of pets in the arts
- local and state legislation regarding pets and animal welfare
- famous human/pet relationships in local history

PAYMENT

Most ICP articles run 250 to 500 words. ICP pays 50¢ per published word for original content.

All published content will include the writer's bio, email and/or website address. ICP freelancers are encouraged to create a profile in the community section where they can include links to other works.

Freelance submission guidelines In Circle Pets/San Francisco

HOW TO PITCH IN CIRCLE PETS

Submit all article proposals to editor@incirclepets.com

1. Start by providing a brief bio with your name, writing credits, current city, and details that would make you a good fit with In Circle Pets.
2. Include no more than three writing samples as either Word documents or links to your work online.
3. Summarize your article idea, including the type of sources you'll interview. Remember, the article *must* have a local slant. Let us know if you'll provide photos, links to video, or reader resources (such as a PDF).
4. Please disclose any potential conflicts of interest in your pitch. Let us know if the veterinarian you plan to interview is also your sister-in-law! These relationships won't prevent us from assigning a story, but we want prior knowledge.
5. Estimate your word count (typically, ICP articles will range from 250 to 500 words).
6. Don't forget to include a daytime phone number.

If your proposal is accepted, we will get back to you within 6 weeks to discuss payment and deadline, and to give you our style guide.

Thank you for your interest in In Circle Pets/San Francisco.