

> HIGH LIFE FREELANCE PITCHING GUIDELINES

We are accepting pitches for the print edition in December/January/February/March/April. The September issue is our Style issue and our November issue is our Explorations issue.

We run five features per month, all hooked around an aspect of a destination that BA flies to.

Each feature is 1500 words and the fee is around £500. Please send your pitches to andy.morris@cedarcom.co.uk.

The destinations we are particularly keen on for features are:

Lima

Costa Rica

Dubai

Abu Dhabi

Talinn

Santiago

Singapore

Mauritius

Costa Rica/Chile

European city breaks and summer sun (Athens, Amsterdam, Nice, Berlin, Murcia, Nantes, Madrid, Pula)

Billund

Select US and Canada routes: Boston, Washington, Seattle, Fort Lauderdale, Vancouver, Toronto, Calgary

Greek Islands - Zakynthos, Skiathos

Fort Lauderdale

We are also always after good London and UK features.

What are High Life after particularly?

A timely, personality lead piece with a key sense of place. Pieces about subcultures or interesting people living in places BA fly to. According to one colleague, if there was a formula for High Life features it would run something like "This location is well known for A. But did you know you can also do B as well?" BA are very keen on anything surprising or unusual that makes you see a destination in an unexpected light. Celebrities are not essential but intriguing human subjects really are. Obviously if there is a timely hook, a sense of conflict/drama or the idea that this could tell a bigger story so much the better.

Example features available on request

What is the process?

All features ideas need to be emailed to the deputy editor (Andy.Morris@cedarcom.co.uk). They then have to be approved by Kerry (the editor), then British Airways. Note that for the right story we can fly you out to a location but we need a minimum of three weeks notice for flights and they are in great demand.

What format for pitches?

Maximum two pitches per email. Please put together a paragraph similar to these ones:

DESTINATION: HONG KONG

THE IDEA: SKYSCRAPER SPRINTING

Forget the Marathon des Sables, the most talked about race at the moment is The World Vertical Circuit which takes place in eight of the world's most iconic skyscrapers (including NYC, London and Sao Paolo). For the fee of just under £10 per person, fitness fanatics worldwide (aged 10 and upwards) sign up for the chance to sprint up the flight after flight of stairs in a race to the top. The record is currently held by Australian Darren Wilson who completed the course in just under 12 minutes. This December sees the final and most exciting race in the circuit coming to Hong Kong's International Commerce Centre in Kowloon - where there are 82 floors. High Life pitches into the fray to find out if the gain really is worth the pain...

DESTINATION: MALAYSIA

THE IDEA: MEET THE MALAYSIAN DAVID ATTENBOROUGH

The small island of Langkawi is carpeted in ancient rainforest with many endemic species of fauna and flora found nowhere else in the world – it's home to 503 species of butterfly (more than the whole of Australia) and 226 birds, yet many don't even know about it. A landscape ripe for discovery, a tourist botanist recently discovered a new type of begonia during a holiday – and there are without doubt plenty of new species yet to be uncovered. Naturalist/ecologist/conservationist Irshad Mobarak is SE Asia's answer to David Attenborough, and the island's authority on all things natural. Who better to act as tour and trek guide to Zoe Williams as they head into the rainforest.

Things High Life aren't interested in

Rhino pitches. Waste food pitches. Craft beer pitches. Food truck pitches. Spa guides. 99% of new hotel openings that are only really relevant to the PR or the person in the suite. Travelling with family pitches. Festival previews. Anything vague about British music making waves in America. Celebrity pitches without a very strong travel angle and unique access. And naturally enough anything about terrorism or plane crashes isn't welcome - I receive one pitch a week about some sort of disaster.