

arrivée



Helping make Arrivée a great read

Your guide to contributing to Audax UK's membership magazine

Arrivée is the membership magazine of Audax UK – the Long-Distance Cycling Association.

It is where members with a common interest in riding further share experiences, inspiration and recognition.

The magazine is where they can find advice and support whether they are pedalling 100 km a year or a million.

If you would like to contribute - read this first

If you have an idea for something you'd like to see in Arrivée, contact editor@audax.uk, we'd love to hear it

What Arrivée covers

Our focus is on talking with UK audaxers about whatever is likely to interest them in pursuit of their hobby. General cycling content is well covered in other media; we're here for the stuff that audaxers talk about in all its geeky detail.

That's not to say we're OK with jargon when it is cliquey or excluding. Everyone should be able to understand and enjoy articles and if there is an inside joke to laugh about, we'll make sure everyone gets it...in the language that riders use when they are out on their bikes.

Our content should be fresh, interesting and informative. We don't mind the controversial or the thought provoking; we are just not up for one-sided ranting or rehashing debates that haven't developed in a few years.



When people have a suggested bit of content, we'll look for the audax angle first and foremost. After that, we'll look for new experiences or ideas which might tell readers about something they don't already know. If it appears somewhere else (such as on a blog or in another publication) we'll probably pass.

We love the personal stories and the experiences which people bring as they organise, support or ride events. If it's about anything, audax is about the people and the communities that come together in village halls and on the road!

Plus, we'd like to reflect more of the technical issues which so many riders talk about as they peddle away the miles.

You can contact Arrivée by emailing editor@audax.uk



Got something to interest Arrivée readers?

We don't expect contributors to be prizewinning writers; we just want them to have a story to tell or a point to make. We can work with you to polish up words or images and suggest tweaks that we think your fellow audaxers will like.

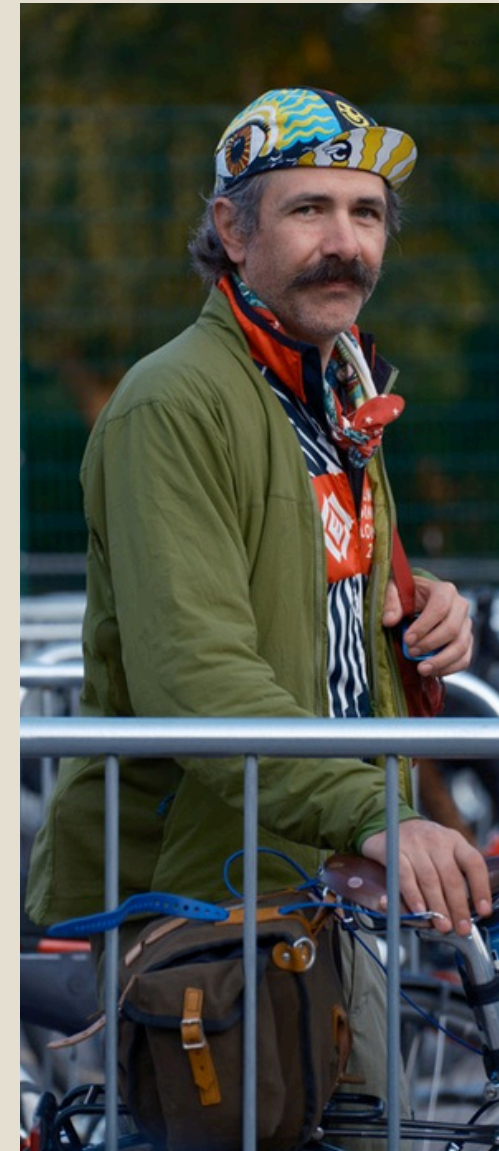
We can not automatically publish everything we are sent and will often edit for length or to improve readability.

Sometimes we get sent several articles or pictures about the same subject, so we might want to produce a merged piece. We will assume that anything submitted is OK to be edited unless the contributor tells us otherwise when they send it in.

If you submit something for consideration we ask you to:

- **Email the editor before** setting pen to paper to let her know you are thinking about writing (she may already have enough content on the subject, or suggest a particular angle that might be more in keeping with the focus of an upcoming edition);
- Think about **length** – a double page spread normally comes in around 1,000 words and most of the articles rarely cover more than four pages;
- Try to **start by telling us what is special** or interesting that other members will appreciate. Was there a new route, were the conditions unusual, was there an important lesson to be learned, was the company memorable? Start out with that idea and weave it into the story;
- Let us have a **map!** If you are telling us about a ride, let the readers know where to find it!
- Think about **images**. We're a cycling magazine so we like pictures of cycles and cyclists; they make the difference between a picture of a bit of outdoors and a picture of audaxers experiencing that bit of outdoors!
- Don't be afraid to have **an opinion**; as long as it's not offensive, party political or boring and we think it will get the community thinking.

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The magazine is published four times a year and we try to have a different theme each time.

Before writing, contact the editor to see how your idea might fit in.

Our tone of voice

We reflect the voices of our people. Audaxers tend not to be boastful; if anything they are modest or understated about the sorts of challenges that get written up elsewhere as journeys into the darkest corner of the soul.

So, when we tell our tales we know what to say and what doesn't need saying.

We're encouraging and we're social; so we celebrate the efforts of other audaxers.

And, where we can, we do it with a smile and sense of fun – Afterall, isn't that what cycling is meant to be?

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Practical stuff

If have an idea for an article get in touch with the editor before locking yourself away with your keyboard. She'll let you know if it will work or how to develop your idea to fit in with the rest of the content. She'll also talk you though any worries you might have about how to approach writing.

Importantly, this gives her an idea of what is coming (and avoids us having multiple contributions about the same event or experience).

Normally, a document like a Word File is fine. And don't worry too much about getting it perfect – we'll expect to edit it (and spot typos). We'll also check it in case you've defamed anyone or broken any laws! Be sure to include your contact details on your text (as it can get separated from the email).

If you send images, please let us have the best possible resolution you can (but don't let that stop you sending anything at all).

And tell us as much as you can about the images – for example, where is it, when was it taken, who are the people in it (and were they happy to be photographed?). Let us know if anyone identifiable in the images is under 18 years of age so we can double check on consent if needed.

Readers' letters are very welcome – especially when we've got something wrong or need correcting. Keep it short and to the point. Although we can't publish everything we get sent we'll do our best but we may need to suggest edits for length or to help focus your point.



Regular items include:

- Ride reports & previews
- Kit reviews
- Lanterne Rouge - tales from the road
- letters



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If you would like to help us tell the story of audaxing in the UK start by emailing editor@audax.uk

