

# Senior Care Canada

## Writer's Submission Guidelines

*Senior Care Canada* is the only independent national trade magazine in Canada that promotes excellence in senior care and facility management

The magazine welcomes article submissions for the following departments:  
Cover Story, Features, News, Coming Events, The Lighter Side, and Letters  
*Senior Care Canada* does not publish works of poetry or fiction.

Please read the magazine prior to your query to determine if a potential article or angle will be suited for this publication.

Cover stories feature a facility from various regions of the country and highlight a unique program, vision, triumph over adversity, or a lesson learned by the facility. These articles can be generated from within the publishing company or through submissions by staff and care facility managers.

We accept article submissions for SeniorCareCanada.com as well. We welcome article submissions as well as submissions for The Lighter Side, Your Voice, Coming Events and Careers.

### Purpose Statement

*Senior Care Canada*, published quarterly, is read by the people who make and/or influence buying decisions in Canadian senior care facilities: administrators, managers, and directors. The publication aims to entertain, inform, inspire and keep the readership up to date on the senior care industry from all regions of Canada.

SeniorCareCanada.com is a hub of knowledge for the administrators, managers, and directors in care facilities. It works in conjunction with *Senior Care Canada* magazine to provide the most relevant information possible.

### Submitting Letters to the Editor

Letters to the editor are welcomed on any issues raised by or relating to articles in *Senior Care Canada*. As a subject line please have, "Letter to the Editor," to indicate that your correspondence is intended for publication.

Sending material as a letter to the editor will be considered permission to use the letter in full or in part in the magazine or website, including the use of the author's name, title and employer.

Letters should include information helpful to verifying the identity of the sender, such as a daytime phone number, institutional affiliation, or postal address. The publisher/editor reserves

the right to edit letters for spelling and grammar, to verify the identity of the sender, or to not print letters. Please e-mail letters to: [publisher@seniorcarecanada.com](mailto:publisher@seniorcarecanada.com)

## Submitting Features, News, the Last Word or Other Items

Please query the publisher/editor before submitting features or opinion pieces. Send submissions or press releases about events, new resources, new technologies, book reviews, review copies of books or other information, to the attention of the publisher/editor.

Articles must be submitted as a Microsoft Word document, saved in the following format:

Author(s) Last Name –Document/Article Title.doc.

Please submit artwork as separate electronic files; do not embed artwork in the manuscript document. Electronic artwork should be saved in the following format: Author(s) Last Name – Document/Article Title.tif / .jpg

When material is submitted for publication this means:

- The author(s) assure(s) the material is original, their own work and is not under legal restriction for publication due to previous copyright ownership.
- The author(s) allow *Senior Care Canada* to edit the work for clarity and presentation.
- The author(s) gives *Senior Care Canada* permission to publish the work and make it accessible in the magazine's archives indefinitely after publication.

## Submitting Web Articles and Other Items

Please contact the Digital Media Editor before submitting web articles. Please follow the above format for these articles. If you feel an article would be suited for print or web and/or both, please indicate which medium you would prefer in the email to the editor as well as note it at the beginning of your document.

For The Lighter Side and Your Voice, feel free to share your thoughts via email to the Digital Media Editor at [lindsey@seniorcarecanada.com](mailto:lindsey@seniorcarecanada.com)

Please use the forms on the Resource page to submit any events you would like to share or positions you are hiring for.

If you are interested in submitting material for a regular column for SeniorCareCanada.com, please submit via email to the web editor a short statement outlining your idea as well as the titles of possible upcoming columns.

## Article Lengths

### Columns

700 –1200 words\*

### Features

800 –1000 words\*

### Cover Stories

1000 –1500 words\*

\* Well illustrated, shorter pieces are preferred.

### Web Articles

200-450 words

### Lead Times

Articles are due 1 ½ months before the issue is scheduled for publishing. Missed deadlines will result in the article being scheduled for the next available issue unless an alternate deadline has been negotiated with the publisher/editor well ahead of the following deadlines:

1stQuarter

Oct15th

2ndQuarter

Jan15th

3rdQuarter

Apr15th

4thQuarter

July15th

Web articles can be submitted at anytime throughout the year. Publishing of these articles is at the editor's discretion.

### Writing Style Guidance

*Senior Care Canada* employs a clear and concise writing style in all of its departments.

Industry jargon is acceptable. An academic tone must be used sparingly.

Writing in the active voice is encouraged.

SeniorCareCanada.com uses a more casual tone. We prefer all articles to have a one-on-one personal feel with the reader. Asking questions of the readers in your articles is recommended to encourage readership discussion and interaction.

### Language Style Guidance

As a Canadian publication, *Senior Care Canada* uses Canadian spelling, grammar and usage. The *Canadian Press (CP) Stylebook*, 14th edition and the *CP Caps and Spelling*, 17th edition are the style reference books used in publishing this magazine. The CP Stylebook utilizes the *Canadian Oxford Dictionary*, 2nd edition to verify spelling and usage. *Senior Care Canada* will follow CP spelling style unless otherwise stated in this document.

### Editorial Decisions

The publisher/editor determines the specific content of each issue of *Senior Care Canada*, in consultation with the advertising sales/marketing manager.

The final decision to publish an article, whether solicited or not, is made only after the complete text has been received. The publisher/editor reserves the right to reject material if its style or content is unsuitable for the magazine, or to postpone publication until a later date to accommodate the production process.

The publisher/editor also reserves the right to improve the clarity of the article/manuscript or to shorten it as necessary. Authors will be given the opportunity to approve editorial changes prior to publication, but this is not a second chance to rewrite the piece.

By this stage in the editorial process we are usually on a very tight deadline. Last minute cuts because of space limitations are unavoidable and deadlines will make it impossible for constant consultation.

## Preferred Spelling

Aging

Alzheimer Society of Canada – uses Alzheimer disease

Alzheimer's disease

Co-operation

Co-ordinator

Fibre

Full-time

Health care (n)

Health-care (adj)

Hodgkin's disease

Hodgkin's lymphoma

non-Hodgkin's lymphoma

Home-like

Licence (n.)

License (v.)

Lou Gehrig's disease

Low income

Mental health

Multi-care

Parkinson's disease

Person centered care

Practice (n. or adj.)

Practise (v.)

Pre-hospital

Prioritization, Prioritize, Prioritizes

Self-contained units

Well-being

