

Writer's Guidelines The PPI Group

The following are some style/content requirements essential to any story that is published by The PPI Group.

1. Note that these magazines are consumer, not trade.
2. Look for an unusual angle. Almost every story/destination you pitch has been pitched before. Usually more than once. Look for the unique aspect of where you are going and make that your story.
3. Cruise-related. Remember, all stories must relate to things that a cruise passenger is interested in. Visit the specific cruise lines' Web sites to get an idea of where they visit.
4. Quotes please! A good story cannot stand without quotes. Bring the people who you encountered into the story with their words and let them help you tell your story. Avoid trite phrases as quotes, though, such as "We had a wonderful time," and "The food was delicious."
5. Keep it focused. Please do not send us accounts of your lovely, spectacular, or breathtaking family vacation.
6. Details please. Good descriptions go a long way. Concentrate on vivid details, personal anecdotes, and unusual experiences.
7. Beyond the Obvious. Please refrain from repeating the contents of press releases.

Submissions Feature stories generally cover cruise-ship destinations with a focus on lifestyle issues. For example, "Cuisine of Spain," "Caribbean Manor Homes," "British Fashion." Payment is upon publication. Query by email only. Editors will not return unsolicited queries or manuscripts.

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