

# ensia

ENVIRONMENTAL SOLUTIONS IN ACTION

## MULTIMEDIA SUBMISSION GUIDELINES

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Ensia is a media platform that's out to change the world. Cutting across disciplines, ideologies, sectors and continents, our print and online magazines and event series connect global leaders with new information, new inspiration and new tools they can use to create sustainable solutions to complex environmental challenges.

Ensia accepts pitches and submissions for photo galleries, videos and infographics that provide solution-focused perspectives on emerging environmental challenges, as well as novel ways of looking at longstanding issues.

### What are we looking for?

The best way to get a feel for what we publish is to view the *photos*, *videos* and *infographics* sections on ensia.com. Although we appreciate a wide variety of approaches and welcome proposals that don't fit this model, in general, we are looking for stories and visuals that do at least some of the following:

- focus broadly (not just science and policy, but also economics, design, etc.) on the environment and sustainability
- tell compelling stories with vivid characters and universally useful messages
- focus on solutions rather than on the same old problems
- feature new issues, new ideas, new information, new inspiration
- challenge conventional ways of thinking about the environment
- include a human dimension
- cut across disciplines, sectors, political persuasions and continents
- interest people who can change the world
- clarify the relationship between the environment and other issues

Submissions can include work that has already been produced or work that you hope or plan to produce. Your pitch should clearly describe the story/theme and demonstrate how it will be innovative, solution-oriented and original. Check the archives to see topics we've already covered.

We prefer work that hasn't already received a wide distribution. We tend to shy away from pieces that promote a sole corporate partner or product.

### Photos

Photo galleries generally include 8–12 photos that tell a story or illustrate a theme. We prefer photos be accompanied by copy (intro paragraphs and brief captions for each photo), but photos without copy may also be considered.

### Videos

Videos are generally high-quality and run 2–20 minutes. We prefer videos that challenge conventional ways of thinking or tell a compelling story with vivid characters and universally useful messages.

### Infographics

Infographics should be thoroughly researched and professionally designed. Files must be a minimum of 1250 pixels wide (length can vary) and sources and organizations involved in the production/design should be clearly identified.

### Who is our audience?

Decision makers and change agents around the world, including members of the environmental community (leaders in academia, NGOs, government agencies, business, industry and the media) and the educated public (students, concerned citizens, etc.). Most readers will have a basic interest in and understanding of environmental topics, but we shouldn't assume they know about the complexities of each issue.

### What should be submitted?

If sending completed work, please send a sample of the proposed photos, a link to the video or an attachment with the infographic, along with a sample of the proposed writing (if applicable). Please also include if/where the work has already been published. If pitching something new, include a detailed description of what you plan to produce and why you believe it is a good fit for Ensia with in the body of an email. Please also include a link to your portfolio or a zip file of examples.

### Where should submissions be sent?

Send photo queries to [sarah@ensia.com](mailto:sarah@ensia.com)

Send video and infographic queries to [todd@ensia.com](mailto:todd@ensia.com)

We try to respond to every query within a month, but because we receive many pitches and are a small staff we sometimes do not meet this goal. Thanks for your patience.

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