

How to do it

Manual for external authors of Koktejl magazine

Dear author, dear author,

you may have already encountered the fact that each editorial office has slightly different requirements and a system of work. To help you orient yourself in what the Koktejl expects from you and what you can expect from it, we have written these few general information, advice and recommendations for you.

Editorial staff of the Koktejl magazine

1. The article should be emotional, emotional, readable, true and relevant.

How to achieve?

Clarify at the beginning what you want to write about. There is no point in trying to fit everything into the article from history, through fauna and flora, a description of individual places and peculiarities of local gastronomy, to the habits of the inhabitants and travel stories. Choose one topic that you find most interesting and stick to it. In other words - do not write an article about a country or place, but about a specific point of interest, phenomenon and the like. In Cocktail we also welcome articles from the Czech Republic, as well as from areas other than travel.

Do not write the traveler's diary. A common mistake is for the author to start the article by landing at the airport and then describe day after day what he experienced. Except for exceptional truly adventurous expeditions, such a chronological composition does not make sense.

Do not limit yourself to the description. Confide how the place or situation affects you. Rather than simply state the facts, try to focus on a story that illustrates the facts.

Do not adapt your texts to the harsh language of politicians and officials. Do not be afraid to work with the richness and beauty of Czech. But watch out for different clichés! Avoid incomprehensible technical terms and phrases. Rather, use a description or a commonly used word, even if it is not perfectly accurate. Cocktail is not a professional magazine, but a popular one, so it uses a language understandable to every reader.

Work with credible sources, verify information. If, for example, someone from the locals told you something interesting and you do not have the opportunity to verify it, do not present this information as a fact, but state who told you.

Don't describe notorious things. Instead, try to look at them with new eyes.

Get ready for your texts to go through standard editing! (By editing, geographical revision and language proofreading.) However, before printing, you will receive a edited text for any comments and, after graphic processing, also the final version of the article in pdf format.

2. The article should bring something extra.

How to achieve?

Try to think about how to add something interesting to the article. The articles in Cocktail include info boxes. They can include information that does not fit directly into the main article, but at the same time complements it appropriately.

Did you meet someone interesting on the way, or do you know of someone who has something to say on your topic? Try to have a brief mini-interview with him or ask him for a brief opinion in the To the section section.

Are you writing about something that deserves closer than words can? Think about whether it would be possible to create a map, plan, graph, table, diagram or 3D model for the article. If you supply materials, our graphic designers can handle it. But just an idea that you tell us is also valuable.

For some articles, readers are introduced to the author by a brief CV. So send us a few sentences about yourself and attach your photo.

3. The article must fit in the Cocktail.

How to achieve?

Even within the topic you have chosen, you do not have to describe all the details. It hurts a lot. Write only what is interesting, important and new, so that the article does not spread in a flood of irrelevant messages.

The length of the article cannot exceed 10,000 characters, including spaces. This limit is the ceiling of the longest links. This does not mean that you have to stretch a shorter article to this dimension. Most articles in Cocktail, on the other hand, are shorter, so you'd better write less, rather avoiding later shortening. The final length is decided by the editors.

The length of the infobox is approx. 1000 characters including spaces.

The length of the mini-conversation is approx. 1500 characters including spaces.

The length of the To the box section is about 1500 characters, including spaces.

4. The article must have good photos.

How to achieve?

Photos are as important as the article itself. Therefore, consider in advance whether you have quality image material for the article. In addition to good shots, this also means high resolution, because we print at 300 dpi.

Do not send a CD or a link to a gallery full of photos. Choose the 20 most interesting images that match what you're writing about. Add photos to the boxes and a photo of the interviewee next to the mini-interview or the To Things section.

Send captions to the photos you selected.

We edit photos and adapt the graphic design of the site! Therefore, if you have any special requirements, such as trimming, let them know in advance. The editors also make the final selection of photos and decide on their possible addition from other sources.

5. Payment of fees.

How to achieve?

To pay the fee, we need your name and surname, address of permanent residence, birth number or date of birth, account number (if you do not have one, we will send the fee to the address you specified). Also attach an email address and phone number for easier communication.

Expect to be taxed at 15% on a fee of up to CZK 10,000, even in the case of invoicing. For further questions, please contact the e-mail distribution@koktejl.cz

The amount of the fee depends on the length of the printed text and the size of the photographs used, so it cannot be determined in advance.

We pay fees in the month following the year in which the article was published.

Send the offer of articles with photo previews

mail **redakce@koktejl.cz**

or

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