

HOT FLASH Guidelines

ABOUT NEXTTRIBE:

NextTribe believes that now—at midlife—is our shaken-etch-A-sketch moment, when the slate is once again blank. Today, our conversations question which direction we are headed in and how to get there. How to drink it all in and how to give back. We'd like your voices and humor to be heard, your ideas to be shared, and for you to hear ours. This tribe is one of contemplation, inspiration, wit, and action. Spiritual and irreverent, creative and courageous, this site, these postings, will serve as our cave drawings and warrior paint. Please join us on our walkabout.

ABOUT HOT FLASH:

The Hot Flash section is composed of short articles with the same irreverent voice and sage information as longer pieces on the NextTribe site – in 250 words or less (sometimes much less). These articles have so far covered everything from the changing face of women in stock photography, to the best weekend bag, to Allure magazine's decision not to use the term "anti-aging" anymore. We are looking for current topics that will surprise, delight and/or educate our readership of smart women ages 45+.

CATEGORIES:

Culture: Music, movies, books, TV, and more

Finds: Cool, wonderful and hard-working items that will make life better

Health: The latest wellness research, advice and health hacks that speaks to our target reader

Inspo: A brief, memorable quote by or about women at midlife

Kudos: We profile a woman or business that gets our high-five for supporting women who are aging boldly

Style: Fashion, beauty, and home ideas and influencers

Money: Wise advice on making it, saving it, investing it, and managing it

News: Reports on late-breaking news that will speak to our readership

Outrage: Things that make us say "No way!" – a chance to call out something unfair, ignorant or offensive to women our age

Travel: Great destinations and advice on making trips easier

Try It: Fun idea worth trying. It could be a recipe, an activity, or anything trendy our readers should know about

Work: Advice on finding your career bliss, changing professions, being more productive, and dealing with tricky work-life situations

tone:

We are looking for voicy, newsy items that will resonate with our 45+ readership. Articles should contain primary or secondary reporting, and when recommending a product, should include an affiliate link whenever possible.

IMAGES:

Additionally, we ask writers to provide an image at least 500 pixels across at 72 dpi – this can be grabbed from the product or person’s website, for instance, and forwarded with the article.

PAYMENT:

Payment is \$50 per item. Our terms are Net 30 upon acceptance, with the writer providing an invoice.

SUBMITTING:

Please use the following subject line when submitting: “Hot Flash Idea:” followed by a few words that describe the idea in general. Send to info@NextTribe.com.