

Photographic Guidelines

Audience

Escapees magazine's readers are those interested in sharing the RV lifestyle including full-time RVers, snowbirds, and those looking forward to traveling extensively. About 85 percent of the club members are retired, over 98 percent travel without children, and about 50 percent live in their motorhomes, fifth-wheels, or travel trailers all of the time, calling themselves full-time RVers. Keep in mind that *Escapees* members are sophisticated RVers who seek RVing knowledge beyond what is found in conventional RV magazines. We welcome submissions on all phases of RV life.

General photo requirements

We accept black-and-white or color photos, 35mm prints, illustrations, slides, negatives, and digital photos. Submit clear, sharp illustrations or photos. Captions and the identification of subjects are required. There is no deadline for photo submissions.

Photos to be used in conjunction with articles: If you have images that you would like to accompany an article, make sure that they are relevant to the article, and submit them at the same time as your article. Include photo captions on a separate Word document or with the article text.

Cover photos: Vertical photos are best; however, horizontal photos are occasionally used. Your photograph should show the positive side of the RV lifestyle. An RV should be in the photo, but not necessarily the focus of the shot. Appropriate subjects would be people having fun traveling, scenic views with people and RVs, the comparison of an RV to another object, campground activities, or historical sites. Please use mature models only. If children are shown, they should be with an adult. Use unique and creative angles when taking pictures. Be sure that the RV you are photographing is attractive and well maintained. Keep in mind that we need space to include the *Escapees* headline on the photo, so compose your photo so that the header doesn't interfere with the impact of your image. Write a brief description of the scene for the photo credit line.

Digital images: We prefer the use of digital images and highly encourage you to submit highest quality, unedited digital photos to accompany your article and for possible use on *Escapees* magazine cover. Optimal resolution requirements for the cover are 2600 x 3300 pixels. RAW format is preferred for the cover but not necessary. Lower resolution images are sometimes used for the cover, so please do not hesitate to share your photos. If we are unable to use your photos for the cover, with your permission, we will hold them for possible use inside the magazine or on other *Escapees* RV Club promotional materials.

Rates

We pay up to \$150 for a cover photo. Payment for the use of your photo is made on publication.

Submit

Include with all submissions your full name, mailing address, *Escapees* membership number, phone number, and e-mail address. Please do not write directly on the photos. We cannot use prints from digital images. Digital images can be sent on CD, by mail to the address above, or by e-mail to graphics@escapees.com. We hold all photo submissions indefinitely and consider your images as part of our photo library unless you request other parameters.