

# Guidelines for Artists

## What We Are Looking For:

The readers of *American Artist* and *Watercolor* magazines are professional or advanced amateur artists who want to learn from other artists. Our articles therefore profile an accomplished artist in any fine-art medium (no photography) and his or her techniques, featuring large full-color reproductions of the artwork and a step-by-step demonstration whenever possible. The artists are primarily realists, interested in traditional techniques and subjects.

*American Artist* always features a “Watercolor Page” and a “Pastel Page.” These articles are often written by the artist (or ghost-written in the artist’s voice) and focus on one technical aspect, rather than providing an overview of the artist’s work. In addition, the “Business & Professional Practices” articles cover the business side of being an artist, such as gallery representation, pricing artwork, framing, and obtaining grants and fellowships.

The stories in *Watercolor* are similar in content to those in *American Artist*, except that they must be on watermedia (acrylic on paper, casein, gouache, and watercolor). *Watercolor* often features a “Lives in Art” story that focuses on one artist’s career path.

Finally, some of our stories focus on recent exhibitions. In these pieces, we aim to provide insight into an assembled group of pictures in terms of their subject matter. In this way, we hope to provide readers with a greater understanding of how contemporary artists are incorporating more meaningful content into their work.

## What to Submit:

Artists who want to be considered for an article should submit at least 10 slides of their work, their résumé, and a specific but concise description of their technique. (A Web site address is not acceptable.) In the cover letter, please outline why you think your artwork would be of interest to the readers.

If the editors are interested in developing an article on your work, they will contact you and assign a writer to develop the text. If your proposal does not meet current editorial needs, your slides will be returned.

## Final Notes:

We acquire the copyright for the article, but not the artwork.

We receive a large volume of material every day. It can take six to eight weeks for us to respond to your query. Please be patient. We seriously consider every proposal we receive.

We work about four and a half months in advance of the publication date.

## **Whom to Contact:**

Please mail submissions, along with a stamped return envelope, to:

M. Stephen Doherty  
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American Artist and Watercolor  
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