



## **Write For Us!**

We believe that canfitpro members are some of the best and brightest fitness professionals, and have thoughts, ideas, and inspiration to share with the world, and improve lives. Add your voice to our communication conduits...this is YOUR opportunity!

### **Guidelines:**

We are passionate about fitness and wellness education. We are looking for practical information based on current trends, scientific research, and programs from Canadian and international sources, focused on movement/exercise, nutrition, healthy living, and the business of fitness. There are many different types and styles of content that can be submitted, including articles, blog posts, videos, photos, stories, recipes, interviews, industry news, info graphics, and podcasts.

Familiarize yourself with our content, and if you feel like you have a story our readers would love, we want to see it!

### **Keep in mind:**

- Our audience consists of fitness professionals, health club operators, industry suppliers, and fitness consumers, both male and female, between the ages of 20-65.
- Content may be published in, but not limited to, canfitpro monthly newsletters, blog or on social media platforms.
- Write about what you know. We want to hear what you have to say about your area of expertise.
- Content must be unique to canfitpro. Content must not have been published elsewhere or slated for distribution elsewhere.
- All sources from your article must be detailed in a fact-checking sheet attached to your submission. We must be able to verify every fact before we publish content. The fact-checking sheet must include the names and daytime phone numbers of those you interviewed, if necessary.
- Photos and graphics are important and add value to content. All photos must be in JPEG or PNG formats. High resolution electronic images are preferable (300 dpi), however good quality images from other sources may be acceptable. Photos and graphics must be your own, royalty free or legally purchased.
- By submitting content to canfitpro, you are giving us the right to make use of the content in whatever way we see fit, in return for potentially publishing your contribution and giving you a national or global platform for recognition. You would still own your content to use as you want, and canfitpro would retain the right to use it in whichever communications we determine are the best fit.

### **Ready to submit?**

Please send your completed article to Erin Andersen, managing editor at [eandersen@canfitpro.com](mailto:eandersen@canfitpro.com)

We read every submission we receive but due to the number of contributions we receive, you will be contacted only if your content has been accepted.

Thank you for your interest in contributing to canfitpro, we look forward to seeing, reading, and experiencing your best work!