

FORRESTER[®]

MAGAZINE

So you want to write for *Forrester* magazine...

SINCE WORD GOT OUT that we're starting a magazine, we've been inundated by queries, ranging from "Will you publish me?" to "Forrester? A magazine?" Let's answer that second question first, move on to general information, and then let you know what we're looking for from contributors.

Why is Forrester Research starting a magazine?

Forrester is a business magazine, but Forrester Research is not going into the magazine business. For more than 20 years, Forrester Research has helped its clients thrive on technology, business, and market change. So we're presenting our up-to-the moment ideas via ... a magazine?

As the Net and even newer technologies continue their inevitable journeys from "new" to mainstream media, the curious persistence of print is unmistakable. All of us have the ability to read full-length books and magazines on our computers and handhelds; hardly any of us do it. There's something reassuring about print; the simplicity, portability, and permanence of print make it an ideal vehicle. Magazines are inherently temporary objects, with expire dates listed clearly on their covers. This magazine's ambition is to be a permanent part of CEO's business libraries, stuffed with ideas and advice that will last. We cover pressing topics with rigor, utility, and imagination.

What's the difference between Forrester Research reports and *Forrester* magazine?

Research reports are about delivering information; magazine articles are about telling stories. Our readers want stories. At the magazine, we're lucky enough to have access to Forrester analysts, their

sources, and the fruits of their research, but we're not in the business of reprinting research or simply repurposing it for a new audience. Some of our articles will be stories suggested by particular pieces of Forrester research; most will not.

What's the frequency, Jimmy?

We'll publish three issues in 2005 and see from there.

What's the circulation?

40,000 to top-tier executives at clients and prospect companies, and thought leaders in business, government, and academia; international distribution. The magazine will be distributed free to clients, prospects, and thought leaders. That's all. No paid subscriptions. No advertising.

Aren't company rags easy gigs for writers?

Not this one. We aspire to be the best business magazine on the planet and we'll push you on your work until it gets to that level. No kidding. We don't run armchair columns by freelancers; only rigorous, well-reported, every-fact-checked pieces.

Who's on staff?

■ Editor and publisher Jimmy Guterman has written and edited for *Esquire*, *Forbes*, *Fortune*, *Harvard Business Review*, *McKinsey on IT*, *Rolling Stone*,

and *Wired*. He was editor of *The Industry Standard's* "Media Grok," which he later spun off into the independent "Media Unspun." Far more detail on him than you'd ever want is at <http://guterman.com>.

- Senior editor Harris Collingwood was a senior editor at *Harvard Business Review* and author of cover stories for *The New York Times Magazine*.
- Senior editor Eric Hellweg has written and edited for *Business 2.0*, *Spin*, *Rolling Stone*, *Wired*, *The New York Times*, *MIT Technology Review*, and *CNN Money*.
- Senior editor and associate publisher Eroica Howard ran a community newspaper in Los Angeles before she held a number of positions at Forrester Research.

Are you hiring full-time staff?

No.

What does it look like?

88 full-color pages, 7x9 trim size, perfect binding, matte paper, heavy stock (120/80). It does not look like an academic journal or a company rag.

How is Forrester different from other business magazines?

A magazine with the Forrester name on it has to aim high. Today's business magazines tend to rest on one of two tiers: high-end journals (*Harvard Business Review*, *strategy+business*, *McKinsey Quarterly*) and mainstream publications (*Business Week*, *Forbes*, *Fortune*, *Business 2.0*, *Wired*). *Forrester* aims to offer the intellectual rigor of the high-end journals and match it with the lively presentation of the more general-interest business magazines.

So one of the most important promises *Forrester* can make to its readers is that it's delivering the proper combination of voice and topic, both of which speak to the needs and interests of the reader.

Voice: The voice of *Forrester* reports is distinctive and immediately apparent. Although all of this magazine is written by people other than *Forrester* analysts, the *Forrester* voice must be the voice of

the magazine. Some words we use to describe that voice: authoritative, forward-looking, grounded, edgy, surprising, mind-changing, iconoclastic. The magazine will be written in plain English, not consultant-speak.

Topic: Balancing topics is crucial; articles must be about issues that are important to executives today, but must treat those issues in ways that will be relevant and interesting in a year. The magazine can't cover the ephemeral. This is a business magazine more than it is a technology magazine: All discussions of technology have to take place in a business context. Lighter pieces have to show up in the context of meatier coverage. This is a business magazine first and foremost.

What is the magazine's structure?

We're following a three-part structure:

1. A front section ("Connect") with a large number of short (1/2 to 2 pages), newsy items. Some, but far from all, of these pieces are pegged to particular pieces of *Forrester* research. When pitching to this section, make sure you're familiar with recent *Forrester* coverage of your topic. Story ideas that could work in this section: an investigation of why few companies are really looking after their customers despite their internal and external rhetoric, why Americans are looking for health-care (not just prescriptions) abroad, and how companies are retaining/losing knowledge as baby boomers begin to retire in larger and larger numbers. The best "Connect" pitch takes an unexpected tack on an under-the-radar business and technology trend, and illuminates it with tough-minded analysis and deep reporting.
2. A middle section ("Explore") with a small number of longer, surprising, provocative, analytical items. This feature well is full of multipart packages on broad topics, such as innovation, leadership, and security. We aim for the packages to be no longer than 2,500 words in full.
3. A rear section ("Release") with a set of lighter (1/2 – 2 pages) items. Story ideas that could work in this section:

the impact of Comdex's demise on the Las Vegas economy, a revisionist take on tulipomania, a look at whether Google is making us dumb, and how technology has changed particular sports.

To reiterate something covered above: We do not run columns by freelancers. If you have a story idea, it should be one that is built around aggressive reporting. Opinion pieces that aren't drenched in evidence belong elsewhere.

When you pitch, think CEO. Think Bill Gates, Meg Whitman. That's our target audience. If you can't make the case that CEOs will care about what you're writing about – or that they can be sources for your story – keep thinking.

What do CEOs want?

They want to read stories (and we do mean stories with genuine narratives) about strategy, company growth (organic, M&A, etc.), personal growth, succession, and using technology to stay ahead of competitors. Most important – and think hard about this when you're making your pitch – they want to read about and from other CEOs. Peer advice and anecdotes mean more to them than anything from a journalist, professor, or other non-CEO "expert."

Specs

We pay competitively with top-tier business magazines and we pay upon acceptance (net 45). Killed pieces are paid at 25% of the fee for an accepted piece. We have rigorous fact-checking policies and ethical standards, all of which are spelled out on our freelance contract.

Who should I pitch to?

Please pitch to us only via email. Make sure you're familiar with *Forrester* Research and the magazine before you pitch. If it's clear that you haven't done your homework, you won't be hearing back from us.

- Connect stories: Eroica Howard, ehoward@forrester.com
- Explore stories: Harris Collingwood, harriscollingwood@mac.com
- Release stories: Eric Hellweg, ehellweg@earthlink.net