

# QUALITY WHITETAILS

## 2010 Writer's Kit

### Mission

*Quality Whitetails* provides timely, practical information on Quality Deer Management, including food plots, habitat management, deer research, population management, and deer hunting related to QDM. We strive to offer advanced information for experienced deer managers as well as the basics for newer QDMA members. We also want to enhance the community feel of QDMA with stories that reflect the efforts, struggles and successes of our readers. When writing for *Quality Whitetails*, use an informal style, including anecdotes, humor and other devices that develop a rapport between you and your readers.

### Article Fees

*Quality Whitetails* buys First North American rights to unpublished, original material. Rights include web publication on QDMA.com. Payment upon publication.

**Sub-feature** **\$150**  
1,200 to 1,400-plus words, possibly including images and/or graphics.

**Feature** **\$350**  
2,200 to 2,500-plus words on an assigned topic with detailed, thorough coverage, including supporting images and graphics. Sidebars appreciated.

**Extended Feature** **\$450+**  
Extensive detail on an assigned topic that clearly requires extra time spent on research and/or interviews, etc. Likely includes charts and graphs, sidebars, multiple sources. In-depth coverage of topic. Word count should be 2,500 to 3,000-plus words, but word count alone does not qualify a feature for higher fees. Please consult with the editor to determine whether a potential project will be likely to earn extended fees. Actual fee to be agreed upon on a case-by-case basis.

### 2010 Editorial Deadlines

Issue Cover Date	Deadline
February 2010.....	Dec. 6 (09)
April 2010.....	Feb. 7
June 2010.....	Apr. 4
August 2010.....	June 6
October 2010.....	Aug. 15
December 2010.....	Oct. 3

### Our Readers Ask For More On...

- Habitat management
- Food plot techniques
- QDM on small acreage
- The latest whitetail research
- Whitetail biology
- Timber management techniques
- Field-judging whitetails
- Profiles of crops, plants and trees
- Profiles of successful QDM programs
- Hunting tactics relevant to QDM
- Data collection and analysis

### Ask About Writing...

- "Leopold Landscapes" features
- "Micro Management" profiles of successful small properties



For more information:  
**Lindsay Thomas Jr.**, editor  
lthomas@qdma.com • (800) 209-3337

DECEMBER 2009