

# Bass Angler's Guide aka "BAG"

**Accepts Email Submissions:** Yes

**Website URL:** <http://www.bassanglersguide.com>

**Description:** Bass Angler's Guide is a comprehensive print bass fishing magazine which includes a western tournament calendar along with their respective contact information.

**Writers Focus:** To work with anglers to help them promote themselves, their sponsors and help anglers become writers.

**Editor-in-Chief:** Mark Lassagne

**Email:** [mark@bassanglersguide.com](mailto:mark@bassanglersguide.com)

**Address:** PO Box 2611 Martinez, CA 94553

**Rights:** We retain all in-print rights, and online reprint rights for the period of one year. After one year rights revert back to the author although we will not remove the piece from our archives and may use them in other outlets.

**Needs:** We are interested in articles that teach anglers something new whether novice or professional. We publish articles covering trends, products and people in the bass fishing industry. In-depth techniques, marketing, sports-health and destination pieces interest us. Our focus is almost exclusively bass fishing and we want articles that will help our western anglers become better anglers.

**Audience:** Our readership is comprised of bass anglers from novice to professional with a higher percentage being beginners.

**Length:** Full length features should be one to two thousand words. We occasionally run shorter articles, four to five hundred words, and short-features of 300 words or less (these may include new product reviews, news bites, etc.).

**Photo/Art Needs:** Writers are encouraged to submit original photos or artwork as high-resolution jpeg images when submitting articles.

**Payment:** Most all of our articles are submitted by anglers in exchange for promotional consideration (Being published in the BAG will help open doors and build a better relationship with your sponsors). Our copy editors that work with our angler / writers helping them articulate their story in a professional manner. In addition, our graphic artist will give your article a professional and appealing look. While our primary focus is working with the angler/writer, we also selectively purchase professional stories on an individual basis.

**How to Submit:** Please submit queries via email to Mark Lassagne [mark@bassanglerguide.com](mailto:mark@bassanglerguide.com) providing as much detail as possible about the suggested article including the focus, potential interview subjects, a sample lead paragraph or two and a description of photographs and/or art. MS Word is the preferred format for queries but they can also be copied into the body of the email.

**Response Time:** We make every effort to respond within 2 weeks.

**Tips for Writers:** Please read a copy of the Bass Angler's Guide to see the types of articles we run and to insure that your topic has not already been covered. Please be very specific in your query about what information will be covered in the article including as much detail as possible. The most specific and original queries will be chosen and used in Bass Angler's Guide. Additionally, we have a list of topics/articles which we seek writers to fulfill.

**Sample Copies/Subscription Information:** BAG writers will receive a free copy of the magazine. Issues can be ordered online at: <http://www.bassanglerguide.com> or purchased from a number of retail outlets across the west coast.