

Go

Travel & Style
for Men

WRITER'S GUIDELINES

Go is a travel magazine for the affluent male over 35 who still craves adventure. Go readers have reached a time in their lives when they have the means, passion, health, and experience to enjoy a rarely attained level of travel. They like spending time with their buddies, whether it's working out for a bike trip through the Pyrenees, taking a weekend fishing trip, or spending a few days hunting down and liberally sampling vintage wines. They love challenges, appreciate quality, and pursue excellence.

FEATURE WELL

"I want to do that!" is how we want our readers to react to every story in our feature section. We'll take them on adventurous journeys: from a group of old friends on a bareboat charter off the Grenadine Islands or motorcycle-touring Portugal, to fishing on the most restricted and productive trout rivers in the world, trekking by horse and Range Rover across Mongolia, or golfing Ireland's wild and woolly west coast. The approaches to these stories will fall into several categories. The first will be the standard first- or third-person narrative in which the writer explores an interesting or unexpected region, such as Patrick Symmes reporting on Bulgaria's nascent adventure tourism industry, or a writer and his pal testing the new Buell Ulysses as they discover southern Portugal.

The most important, and certainly the most difficult feature, will be the buddy trip. These stories will center around two or three old friends who embark on an adventure together. For instance, in our first issue a writer and photographer hitch a ride with two old friends (one a successful entrepreneur, the other a rock concert promoter—and both licensed captains) as they sail a beautiful schooner on a bareback charter out of Grenada for a tour of the Grenadines. Or the upcoming feature about the founder of AutoZone, who once a year gathers his oldest friends at his retreat in Telluride and then takes them in his private jet for a surprise adventure, such as bonefishing in Belize.

The biggest mistake a writer could make in pitching a buddy story would be to suppose we're looking for a "dude road trip" in which some twenty- or thirty-something buds pile into the 4Runner to search out Colorado's gnarliest snow. The story that interests us would be one about three men—35-plus, successful, and adventurous—who take a trip together with their wives in mid-June to Bariloche, Argentina. There, they drop off their wives at Llao Llao, one of the most beautiful spas in South America, and head off for a backcountry ski tour of the Argentinean and Chilean Andes. Another feature in the works, and a good example of what we're looking for, is a surfing trip that Quiksilver CEO Bob McKnight is organizing for some friends and colleagues. He's chartered a trawler for a seagoing cruise to Baja's great, but inaccessible, breaks—and it's been converted to provide both luxury and authenticity.

Another mistake many writers might make is to assume we are after the hardcore adventure travel

stories found in Outside's monthly magazine, or the more gender-neutral stories that ran in Outside Traveler. The majority of those stories are not going to work for Go. Two buddies spending the summer camping in the Yosemite Valley and climbing El Cap is not going to work. On the other hand, some friends who've known each other since college, are now in their mid-forties, and travel to Portillo, Chile, to stay at a luxurious ski resort in the off-season and climb and trek some of the surrounding mountains, might very well work.

The main thing to keep in mind is that this is the luxurious, high-end level of male travel. For the most part, these guys are not into endangering their lives or having to suffer a great deal for the experience. They may have been willing in their twenties, but now that they are forty and older, with families and responsibilities, risking their lives is not part of the equation. They want to have the most memorable experience money can buy, but they want to go back to four-star accommodations afterwards.

At the same time, we don't want spa stories, or destinations or resorts where everyone sits around the pool and works on getting tan—no matter how luxurious the resort is. Our guys go to have an EXPERIENCE that only a few people on earth can obtain. Anybody with an American Express card can go to a four-star resort. We're looking for the extraordinary. Those are the stories we'd like you to bring us.

Our well will also feature profiles of men who exemplify the Go reader: Yellowstone Club founder Tim Blixseth, entrepreneur/adventurer Sir Richard Branson, and Oracle founder/America's Cup challenger Larry Ellison. Ideally, we would like these profiles to have an active element, whether it is sailing with Branson in the Caribbean or skiing/playing a round of golf with Blixseth at one of his clubs.

In addition to making our readers say "I want to do that!" we want the sidebars and service accompanying every feature to make them say, "Oh, and that's HOW I can do that." For instance, in our premier issue we have a motorcycle story in which the writer and his best friend, who just happens to be a major importer of Portuguese wines, tour southern Portugal, sampling the culture, its wine, and its cuisine. One of the sidebars in the story is a short review of this new motorcycle by the former editor of the largest consumer motorcycle magazine in the U.S. In another sidebar, a former editor at Wine Spectator rates the top ten ports. A third sidebar lists the top five hotel/resorts in southern Portugal, while the fourth sidebar supplies all the information our reader needs to undertake a similar trip.

The length of the features will range from 2,500 words for the main profile to 3,500 words for the travel pieces. On rare occasion, when both the destination and the narrative are extraordinary, we will publish pieces up to 5,000 words.

REGULAR FEATURES

The regular features section will be composed of a four-to-six-page fashion/style feature and a six-page, two-part real estate feature.

In the first part of the real estate section, we will examine the hottest, most interesting markets in the world for second homes. We might interview a real estate appraiser, or some expert living on the Nicoya Peninsula in Costa Rica, about the opportunities for buying raw oceanfront property, the legal and technical problems involved in such a buy, and the challenges and/or advantages of building from scratch in that particular region.

On the other hand, we might go closer to home—buying a farm in Bucks County, Pennsylvania, or ranchland in the Wind River Range of Wyoming.

The second part of the real estate section—*Homme Away From Home*—will be a profile of an interesting guy and the second home he has built or purchased. It could be Peter Beard's forest camp in Kenya, or Dennis Quaid's ranch in Montana's Paradise Valley or writer Alan Furst's Paris apartment. This is a very difficult section, since the writer must gain access to what is essentially a well-known person's private retreat. We will pay very well for a successful story in this section.

DEPARTMENTS

In *Go's* departments, we won't write about mescal just because it's riding the coattails of tequila's popularity; we will profile an internationally renowned American artist who's set up a distributorship in the United States that imports the very best mescal from Mexico. We won't just review the new Jaguar coupe; we will send one of the foremost automotive writers in the United States to tear up every back road in Scotland with it. We won't publish a spread of chronographs just because they happen to be the watch of the moment; we will write in detail about the only chronograph on the market that appreciates in value the moment you buy it.

Gone and Back is the opening spread in the magazine and will show a fairly well known writer, traveler, or explorer holding up his passport. A stamp is circled and the subject tells a first-person account of an outrageous misadventure on that trip. These 1,200-word stories are assigned by the editors and should not be pitched.

Go: Down the Road—The shortest pieces might run 100 words (a quarter-page) up to 1,200 words on a page and a half with a picture and service sidebar. For instance, in the premier issue we are sending a writer to sail for a couple of days with Larry Ellison's Vuitton Cup challenger. The accompanying sidebar will focus on Valencia, where the America's Cup is being held next summer. This will run at least a page. A very short piece in this section explains how the island of St. Lucia hired mountain-bike pro Tinker Juarez to design bike trails there to boost adventure tourism. Another half-page piece in this section is about sailboat/ski tours off the fjords and glaciers of Iceland. All involve luxury components.

Go: Equipped—as with the previous department, these may range from 100-word quick hits with pictures, like Neisson Rhum Vieux of Martinique or a great new fly rod or an artist who paints custom cufflinks, to a page-and-a-half story about the author learning to make his own custom cowboy boots. Again, writers should be careful to stay away from the "core" gear that regularly makes it into *Outside*. Think "hot, luxury toys for men."

COLUMNS

The following columns will run from 600 to 1,200 words with sidebars.

Go: Healthy: This column always has a travel focus. Perhaps it's an interview with travel host and ex-Monty Python Michael Palin, about his worst bout of dysentery and what he did to get cured. Another story might be about malaria, focusing on *Go* readers who went to "safe" areas, but still came down with the disease—an article about the stats, prevention, and treatment.

Go: Fast: As mentioned, we'd like these stories to involve motorized vehicles and travel—the new Jag on the back roads of Scotland; taking a Mercedes and driving it to Odessa, Ukraine, for some smoked sturgeon. But this column isn't limited to cars. It can be about motorcycles, planes, and boats. If you're a writer and a sailor and you know of a designer/shipbuilder who has just come out with an incredible new sailboat with innovative design and great performance and you want to test it out in the Swedish archipelago, then you have an assignment.

Go: Venture: This should also be a travel-focused story. For instance, in the first issue of the magazine we're profiling an Albuquerque, New Mexico, company that's one of the leading manufacturers of planes servicing the new "air taxi" concept. Another approach might be to interview Sir Richard Branson about his proposal to turn all his companies' profits to new-fuels research. Yet another story might be about adventure philanthropy in which well-heeled travelers, like our readers, also contribute to the communities they like visiting, such as the photographers who created an NGO in Mongolia to promote green, culture-sensitive tourism.

Go: Indulge—Indulge might alternate emphasis. For instance, in the first issue, the main story is about artist Ron Cooper's success in marketing single-village mescals from Oaxaca. A short, 300-word piece that might accompany this story is about Iliana de la Vega, the Alice Waters of Oaxaca, who introduced fresh, organic ingredients to traditional Oaxaca cuisine. And maybe a short recipe for mole. An alternate approach, however, might be through some aspect of cuisine. For instance, we are currently considering a story by a French chef working in America who wants to return to his hometown in a little-known region of France to rediscover his culinary roots and also participate with his cousins in an old-fashioned boar hunt.

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