

Background

WebDev Publishing publishes monthly PDF magazines aimed at niche topics within the web development community. GroovyMag provides content for Groovy and Grails developers; JSMag covers the world of Javascript.

Principles

There are two main principles driving the magazines and which dictate the types of articles we're looking for.

Between a blog and a book

Blogs are great, but *often* are very cutting edge and often not very fleshed out. The 'cutting edge' aspect is useful for a certain class of reader, but not everyone can keep up with daily (hourly?) content. The book format, on the other hand, is too often a way of getting information out which is outdated by the time of publication and circulation. Traditional tech publishers realize this, and are all trying out 'beta books' and 'small focused title' concepts, but no one has a great solution to this yet.

Our view here is that a monthly magazine serves as an intermediate step, offering authors the chance to work out ideas in a longer form than they might do in a blog (either because of time, or not enough money in it), while giving them some editorial support that they might not get otherwise, and still delivering information on newer technologies in a more timely fashion than books.

The how and the why

Many blogs, mailing lists, etc., tend to have information with either the 'how' or the 'why' behind solving a problem, but not both. Anyone can usually find code samples to cut/paste (the 'how' aspect) but not understand why it works, or why another approach isn't better. Likewise, one can often stumble mailing list threads with people debating the ins and outs of particular approaches in an academic fashion, without ever showing the full set of code required to implement the approach.

We're looking for writers who can deliver both aspects in their articles. The 'why' is likely going to be subjective - it's *your* experiences that count when explaining the 'why'. Your voice can come through as much as necessary - we're not trying to create a bland journal where every article sounds the same.

Specifics

Length

We generally look for articles to be 2000-4000 words in length. Articles longer than this would be split up and run across consecutive issues. Articles shorter than this are still certainly considered.

Topics

Anything that is related to Groovy or Javascript is considered. Specifically for JSMag, we're looking

for topics that aren't traditionally covered in other publications, and also for articles that are aiming at mid-senior level developers. There are enough "intro to" tutorials on the web that putting many in magazine format will dilute the value.

Dates

We generally aim to have a finished article in our hands 2 weeks prior to publication. A 'finished' article will need to have gone through at least one round of editing by one of our editors. This typically means we need to have something close to a final draft by 3 weeks prior to a publication. For example, for April publication, we'd need to have a near-complete draft by March 9. Dates are somewhat flexible – these are guidelines – and we can work with your schedule to make everyone happy.

Editing

Your article will be reviewed by at least one technical editor. The editor will review your document and send it back, either as a word processing file or possibly in scanned graphic files. You will be expected to take the editor's comments to heart, make necessary changes, and send back your final draft to WebDevPublishing. If you want more than one round of editing we can arrange for this.

Be aware that we do not expect you to necessarily make every change an editor recommends, but we do not expect you to completely ignore the suggestions either. This is a chance to take feedback from someone outside your circle and make changes which may be beneficial to the article.

Payment

We typically pay \$50-\$100 per article, based on length, uniqueness and timeliness. Payment is made within 30 days of receiving an invoice and after the publication of the content, whichever is later. Payment is made by paper check or Paypal. Longer pieces may be split in to multiple issues, which will result in multiple payments.

Ownership

You retain copyright to your content, but grant WebDevPublishing a non-exclusive royalty-free right to republish the content as it sees fit. We also ask for a 90 day exclusive, during which time you agree not to republish the content. We can make exceptions to this in certain circumstances.

Getting started

Register at <http://webdevpub.com/wdp> as an author, then click the 'submit an idea' link. Include intended audience skill level, general idea of what the reader will learn, why this is useful to readers, an estimated word count and estimated date of delivery. We will contact you with more questions and to finalize an agreement between both parties.

Thank you for your interest in WebDev Publishing properties!