

innovativeHOME

editorial department descriptions

All *Innovative Home* departmental editorial must comply with the *Innovative Home* writer's guidelines and must be submitted via the editorial query submission form with the exception of "Meet the Innovator" referrals, "A Word From" requests and "In the Industry" submissions, which can be sent via a press release. Writer's guidelines and query submission forms available from the editor upon request.

PRODUCT TRENDS: This department features the hottest, most innovative products available for the home (can include products for interior and/or exterior applications). Editorial must include product name, a brief description, MSRP and a phone number or Web site where the reader can attain additional information. All Product Trend submissions must be accompanied by a high-resolution images showcasing the product. **Word count: 60 words per product mention.**

DESIGN CONCEPTS: This department features an inventive building concept or structure currently in the research and development phase that will eventually impact the future of the residential design/build industry. The editorial must discuss the originating company or individual and the concept in detail, including its function, purpose, design and purported benefits. Editorial must also include mention of the projected availability, any associated costs and resources for obtaining additional information. All conceptual design submissions must be accompanied by a high-resolution image (can be a computer rendering). **Word count: 800 words.**

IN THE INDUSTRY: This department reports on any industry-related news, including but not limited to: industry awards, trade show listings, new governmental legislation and regulations, etc. **Please submit a press release to the editor.**

MEET THE INNOVATOR: This department is a Q&A with a notable industry personality. The individual must be a prominent professional whose work has impacted the design/build industry for the better. The individual must be willing to answer questions as submitted by Innovative Home. Meet the Innovator referrals must be accompanied by a high-resolution image of the individual and two images of his/her work.

GREEN HOUSE: Green Happenings looks at environmentally responsible building methods and trends. The editorial must discuss the details of the method or trend and must include mention of how it is seeking to better the environment. Verbiage must include mention of any associated costs and D-I-Y tips. **Word count: 750 words.**

AROUND THE HOUSE: Not everyone is looking to build an innovative home from the ground up. This department seeks to give both the industry professional and the modern homeowner tips on how they can incorporate innovation into their existing residential properties. From planting greenery that helps to reduce air pollution to installing an intelligent home automated system, there are several ways to innovate a home. Verbiage must include any associated costs, step-by-step instruction and additional resources. The editorial must be accompanied by a high-resolution image. **Word count: 800 to 1,000 words.**

MATERIAL ISSUES: This department features inventive building materials that are being used to innovate the residential structures in which they are constructed. For example, solar glass panels have the ability to replace typical glass windows, while soy foam insulation is an eco-friendly alternative to traditional insulation. The editorial must describe the building material in detail, must list its purported benefits, must list any associated costs and additional resources. **Word count: 550 words.**

SMART HOME: Turn to the pages of this department to see technologies for the home and the way they are affecting our design/build methods and our personal lifestyles. This department also looks at future technologies and the impact they will have on the industry. The editorial must review a process or products, must list the benefits and potential drawbacks, associated costs and resources for additional information. **Word count: 800 words.**

A WORD FROM ... : This department gives professional design/build organizations the chance to speak out on hot topics affecting their area of expertise. From the AIA to the USGBC, both the industry as a whole and the modern homeowner want to hear what professional associations are saying. Any professional organization or association is invited to submit an editorial query submission form to request publication in this department. Please note that the participating group must write their own editorial in accordance with the writer's guidelines, and the article will be edited. A high-resolution bio pic of the author must accompany the editorial. **Word count: 800 words.**

THE INNOVATIVE HOME PORTFOLIO: This department showcases three to four homes that embody the very definition of an innovative home. The editorial must describe the home's creative architectural design, inventive materials and smart technology. Please also include mention of the home's architect, location, dollar value and a construction timeline. Five to six high-resolution images showcasing both the exterior and interior of the home must be submitted with the editorial. **Word count: 1,200 words.**

IN RETROSPECT: This department is the last page of the magazine; in a fitting manner, it reminisces on a product, method or technology that was deemed innovative years ago. The editorial should be written in a fun, nostalgic manner and must be accompanied by a high-resolution image. **Word count: 300 words.**