



THE NORTH BLOOM MAGAZINE | MINNESOTA

Bloom is a cannabis lifestyle magazine guiding consumers to a healthier state of being.

We're fostering growth at the corner of Main Street and the regulated plant industry, elevating health, expanding hearts, and building community one local story at a time.

EDITORIAL POLICIES & SUBMISSION GUIDELINES

Team Bloom is an ecosystem of humans aligned in the mission to educate a novice consumer base navigating their health needs in a newly regulated plant industry.

If a plants, people, purpose approach to education excites you too, we welcome your pitches with an open inbox.

This is a living document and will be revised from time to time. Please refer back to it before submitting a pitch to ensure policies have not changed.

All submissions will receive a "YAY" or "NAY" response. Your patience is most appreciated while Bloom editorial staff reviews each email with care.

Bloom's editorial and advertising calendar can be found [here](#). Please stop by often for quarterly content themes, pitch calls, and deadlines. This calendar is public, subscribable, and available in iCal format [here](#).

We're seeking contributors who align with our "PLANTS, PEOPLE, PURPOSE" motto and are familiar with our storytelling approach, offering health, wellness, and lifestyle educational content that stands on one of our magazine section pillars of "LISTENING, LEARNING, AND LIVING" for our 21+ audience in Minnesota.

We're seeking first-person narratives, stories, and diverse voices speaking to Bloom's defined content theme and subtheme for each quarterly edition (e.g., the fall 2024 issue featured PAIN and HOPE as content themes). These themes can be found on our digital editorial calendar, which is linked in this document.

We're seeking content from subject matter experts (cannabis-trained clinicians, plant scientists, licensed business owners, cultivators, complementary medicine practitioners, etc.) about the business of helping humans heal and the business of building brands and products in a regulated plant sector. We begin with cannabis, but we don't end with the plant as the only tool one can use to improve their health and wellness.

We're seeking content that is original and not developed from AI-assistive tools. We have zero issues with using AI as a story starter. We have zero interest in receiving pitches and content that lacks your human touch. Thank you for respecting our time and not forwarding those our way.

We're seeking contributors who are mindful of cannabis statutes (from municipal to federal levels) and pitch and submit content that aligns with Minnesota state laws, specifically.

We're seeking contributors who understand that editorial engagement, review, revision requests, and final edits remain under the purview of Bloom's editorial staff. Any contributor Bloom engages will make a good faith and urgent effort to provide timely revisions. Content may need to be cut in length, culled entirely, or held for future publication for various reasons (editorial space, advertising insertions, missed deadlines, etc.)

PITCHING BLOOM

Ensure you've read our mission, that you're aware we're conversing with a nascent, plant-using audience, and that you're VERY clear that we seek evergreen content as a quarterly print publication. We are here for human interest stories, features, and wellness education that will help move humans and the regulated plant industry to a healthier state of being.

Ensure your pitch aligns with current/future issue content. Bloom content themes can be found on our editorial calendar hyperlinked on the lower left hand corner of this document. Clearly label the subject line of your email submission (e.g., SPRING 2025 pitch, Theme SLEEP, LEARNING Section, Circadian Rhythms & Daylight Savings Time Disruptions).

Pitch early in our print cycle. Pitch singularly (as in, if you have many great ideas, one email is acceptable). Please ensure the subject/body content honors the basics of our submission policies here and is clearly separated so that staff can sort through it quickly. Think haiku poem (not War and Peace) in terms of length. Please, and thank you.

The body of your email should include a brief "elevator" pitch of less than 150 words explaining your idea. Please share a brief bio/bit about yourself, and if you have any written content you'd like to share. Please note: Less is more. Please curate and share only relevant bylines (via hyperlink) to inform us of your mad storytelling skills. **Any attachments added to pitch emails will result in the entire email being discarded and not read.**

Every pitch following our guidelines will be read, receive a thoughtful review, and a response. As a writer, sometimes that wait time to hear back can be a bit long. We see you. We hear you. We promise to get back to you as soon as we Team Bloom can.

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