Thank you for your interest in writing for KALI LETTER! Here’s our guide to help potential writers come up with ideas that fit our publication!

Now, if you think this is another typical women’s publication with the same old faces and same old subjects: YOU. ARE. WRONG. That’s not who we are!

So...Who are we?
KALI LETTER is a regional magazine-newsletter created for millennial women in Kenya, Tanzania, and Uganda. This bi-weekly publication is an unfilt(her)ed lens of news, pop-culture lifestyle and feminism for East African women! It’s like an email from your clever, funny, and savvy best friend, right there in your inbox!

Launching in June of 2019, our goal is to offer an unfiltered realness of East African womanhood with Kali a lens. “Kali” is a Kiswahili word meaning many things including hot, spicy, fierce, and rebellious. We want that same energy and fire to show up in the stories we produce.

But more importantly, our stories must reflect, uplift, and enhance the complex lives of the women we cover!

What We Publish?
KALI LETTER exists to provide smart thought-provoking content for and about women in East Africa. Our tone is intellectually accessible, clever and witty with a dash of “opportunity to spark conversation.”

- Opinion
- Personal Essays
- Features
- Q&A
- Profiles
- Comic strips

Our topic areas include, but are not limited to: current events, culture, identity, womanhood, city-life, rural-life, sexism, farming, health, justice, equality, work/life, family, nationality, self, sexuality, motherhood and parenting, psychology, university life, society, sisterhood, career, friendship, sex, love and dating, body image, trauma and recovery etc and many more

We look at all these topics through the lens of the lived experiences of East African women. It is an opportunity to learn from each other as women who call different places home, but share more in common that we can imagine.

What We Do Not Publish
The Ideal Kali Letter Story

ALL the stories we commission are grounded in some form of reporting, research or data. We appreciate some “voice” and personality to reflect your perspective or experience.

We recommend that you leave detached and clinical writing behind, and instead push for clever, witty (not snarky), thoughtful and reflective writing.

A strong news peg is appreciated. Basically, why is it important that this piece is written AT THIS TIME? Some common reasons: a trend, a new report or study, news, or a current conversation.

For example, our profile on Kenyan radio personality Adelle Onyango came as she was quitting her longtime gig at KISS FM and launching new podcasting opportunities. Or our Q&A with Rafiki director Wanuri Kahiu was published during PRIDE Month soon after she spoke at the Nairobi Film Festival etc.

See more of our past issues here.

Who writes for us?

Although we are open to working with new and established writers, we would appreciate some form of a portfolio of your writing--published or unpublished--to get a sense of your voice, experience, and style. But we are also looking for women writers with expertise in business, the arts, politics, and public life for their takes on how to live better.

You do not have to be a journalist or writer with a capital W to write for us.

How to Pitch Us:

Your pitch should be 2-4 paragraphs that include what the story is about, why it matters to our KALI LETTER readers or women in East Africa, and the news peg. It is important to also consider why you think you would be best to tell this story.

Email the pitch and your portfolio of 2-4 articles to info@kali.media with the subject line “KALI LETTER PITCH.” Our editorial team is small, so please be patient in our response to your email. If you don’t hear back within a few days, please feel free to follow up.

Do We Pay?

Oh yes, we do! We believe in compensating those who write for us. KALI LETTER offers Kenya Shillings 10,000 ON AVERAGE per 800-1000 article. Rate is subject to change based on the type of submission. Rate will be confirmed on submission.

Good luck!