The TRULY Co.

CONTENT CREATION GUIDE
2024 FALL ISSUE
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SUBMISSION DEADLINE: FEBRUARY 29, 2024
11:59 PM CDT

WWW.THETRULYCO.COM

ABOUT OUR CONTENT

Truly magazine is a Christian women's print magazine that intersects stories of faith, biblical truth, and creative visuals.

Our hopeful and uplifting stories reflect the heart of God and encourage growth in our faith. We want to focus our thoughts on whatever is true, noble, right, pure, lovely, and admirable (see Philippians 4:8).

Our product is a blend of both magazine and book. Our goal is to provide a beautifully designed resource that will serve you for years to come. We do not publish content that is directed only toward a specific season or life stage.

Our content style is:
- Reflective
- Practical
- Evergreen
- More professional than casual in tone
- Pointing to Jesus rather than ourselves

ABOUT OUR AUDIENCE

SHE IS SEARCHING FOR ENCOURAGEMENT IN HER FAITH JOURNEY AND IS HUNGRY FOR HOPE.

She is active on social media and looking for connection, inspiration, and encouragement. Truly's audience is between the ages of 20 and 40 and primarily lives in the United States,

SHE WANTS TO BE INTENTIONAL WITH HER LIFE.

One of her deepest worries is that she isn't living up to her potential. She wants to be a positive example and inspiration to those closest to her and doesn't want to miss out on her life's purpose. She is skeptical of achieving "balance," but does her best to steward her time well with friends, family, and her work.

SHE WANTS TO GROW IN HER FAITH.

She is hungry to understand the roots of Christianity and her faith in Jesus. She wants to wrestle with faith in community and move past the "Sunday school answers" to the questions on her mind. She wonders:

- What does it look like to be a Christ follower in today's culture?
- How can I be confident in my faith?
- How do I distinguish between what is Western church culture and what Christianity actually requires in scripture?

OUR STYLE & DIRECTION

GOD | OTHERS | SELF

Our article prompts reflect three main categories: God, others, and self. Examining how the theme relates to each of these categories helps us see things through different lenses.

WE PUBLISH ARTICLES IN VARIOUS FORMATS, INCLUDING:

- Reflective articles
- Biblical teaching
- Poetry
- Guided prayers
- Research
- Recipes
- Practical resources
- Listicles and other graphically organized content.

The following pages provide suggested article categories with specified word counts created by Truly's editorial team.

If you have an article idea that is not listed here, we welcome your addition. Please email the editorial team to discuss your pitch (submissions@thetrulyco.com). Please note we will not be able to respond to pitches sent on social media.

HOW TO SUBMIT CONTENT

SUBMISSION PROCESS

1. **Choose an article category** that resonates with you.
2. **Write the content** within the allotted word count and style indicated (if mentioned). Submissions considerably over (or under) the designated word count will not be considered. Please adhere to Truly's style guide available on our website (thetrulyco.com/style-guide).
3. **Copy and paste** your content into the appropriate prompts in the Writer Submission Form (thetrulyco.com/writer-submission-form). If you have trouble with the form, please email the editorial team (submissions@thetrulyco.com). NOTE: if you let your internet browser sit open for too long, the form will not send properly. If you do not receive a confirmation email after you send your submission, we did not receive it.

WHAT WE LOOK FOR

1. Does the message reflect accurate gospel principles?
2. Does the article have a relatable emotional connection?
3. Is the content unique? Does it approach the subject from an uncommon angle? The more specific and unique, the better.
4. Is it well-written and polished? We choose content that won't require significant edits.
5. Is it life-stage neutral? We do not publish content that is only applicable to parenting, college life, etc.

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ARTICLE CATEGORIES

Listicles | 400 Words
Listicles (article + list) are short articles that can be easily organized into steps, tips, or ideas that readers can look at visually. Great listicles include a solid introduction emphasizing why your content in the following bullets or categories is valuable. We include approximately three to four listicles per issue. For an example, refer to Expect the Unexpected: Five Keystones for Steadiness and Adaptability, No Matter the Circumstance from our Seasons issue.

Recipe | 400 Words
Share an easy-to-follow recipe that connects with the issue's theme in some way. We love recipes that include a story-driven introduction paragraph. We include one recipe per magazine issue.

Biblical Teaching | 800 Words
Biblical teaching articles unpack biblical concepts that connect to the issue's theme. Examine a story, parable, word, or misunderstood cultural concept to help readers better understand scripture or how they might live out the message in their own lives. Include citations for your research and the specific bible version you used, if it differs from the NIV.

Poetry | 200 Words
We welcome poems that use powerful imagery and carefully selected words, and which are written in short lines and/or evenly organized stanzas. We include one poetry submission per magazine issue.

Prayer | 400 Words
Share a prayer that others can use for inspiration in their own circumstances. Please include an introduction paragraph (or two) for context, background, or reasons why the prayer you share is meaningful. IMPORTANT: The total length of the submission (introduction & prayer) should total 400 words or less.

Practical Resources/Spiritual Reflections | 600-800 Words
These articles are either driven by a story or address a cultural or spiritual question. While they differ from biblical teaching articles in that they have a strong story element, they still should have a solid biblical basis.

ARTICLE CATEGORIES

Biblical Devotional | 600-800 Words
Choose a passage of scripture that connects to the issue's theme, unpack the verse, and connect it to a personal life experience with a compelling narrative. Include additional questions or bulleted resources that complement your devotional and may be included if space allows.

Mental Health Resource | 600-800 Words
We love including mental health resources from faith-filled professionals and stories from personal experiences. These articles should include a solid narrative connection for readers to identify with (as opposed to simply presenting data). Mental health articles should include citations from your research.

Anchor Article | 1,000-2,000 Words
This featured article should represent the focus of this issue, driving home a biblical principle, theme or overarching concept. This article should be thought-provoking, challenging, and engaging to readers. We love well-researched and thoughtfully presented writing that encourages readers to examine their own beliefs and actions. The anchor article is the most in-depth written feature within the magazine. If you are interested in submitting writing for this category, please provide a well-structured pitch to the editorial team (submissions@thetruly-co.com).

FAQ

ARE WRITERS COMPENSATED?
Truly does not financially compensate writers or artists at this time.

CAN I SUBMIT CONTENT THAT I HAVE ALREADY PUBLISHED?
Submitted content must be original and not published elsewhere.

WHAT DOES THE EDITING PROCESS LOOK LIKE?
Truly's editing process is collaborative and done in Google Docs with the editorial team. Plan on up to four weeks of back and forth if editors need clarification or expansion on an idea you present.

WHAT HAPPENS IF MY ARTICLE ISN'T CHOSEN?
If your article is not chosen, you may submit it for publication elsewhere.

CAN I PUBLISH MY CONTENT IN MULTIPLE PLACES IF CHOSEN FOR TRULY?
Published content CAN be published on your own platform 6 months after the publication release date, with a note indicating it was originally featured in Truly magazine and a link to the specific magazine issue. You may not submit it to other publications.

WHAT DOES THE ACCEPTANCE PROCESS LOOK LIKE?
The Truly editorial team will respond to your submission via email. Please check your junk folder if you haven't seen any response from us by the expected timeframe. If your article meets the criteria for the first round of acceptance, we will begin the editing process.

The Truly Co. reserves the right to decline any article for publication at any stage in the editing process. Reasons for stopping the process would include:
- Lack of communication or response from the writer
- Article direction shifted outside of the expected tone of content
- Lack of article clarity after the first round of edits from Truly's team