

THE LOOKOUT
THE GROWING CHRISTIAN'S WEEKLY RESOURCE
GUIDELINES FOR WRITERS

Our Magazine

- THE LOOKOUT is a 16-page, full-color weekly magazine from Standard Publishing with a circulation of about 54,000.
- THE LOOKOUT is written and designed to provide Christian adults with true-to-the-Bible teaching and current information that will help them fulfill their desire to mature as individual believers, develop godly homes, and live in the world as faithful witnesses of Christ. In short, we want to help our readers understand and respond to the world from a biblically based viewpoint.
- THE LOOKOUT publishes from a theologically conservative, nondenominational, and noncharismatic perspective. It is a member of the Evangelical Press Association.

Our Readers

- Individuals 50 years of age and older make up 90 percent of our readership.
- Two-thirds of our readers are female.
- Our emphasis is on the needs of ordinary Christians who want to grow in their faith, rather than on trained theologians or church leaders.

Our Needs

- As a Christian general-interest magazine, we cover a wide variety of topics—from individual discipleship to family concerns to social involvement. We value well-informed articles that offer lively and clear writing as well as strong application. We often address tough issues and seek to explore fresh ideas or recent developments affecting today's Christians.
- Our annual theme list is available on request (send a self-addressed stamped envelope). **Please note.** We publish strictly according to our theme list. All major articles we purchase will address one of the 52 themes we have scheduled for the year.
- Please do not submit poetry or fiction.
- Please do not submit cartoons.
- Please do not submit previously published material.

We usually publish three kinds of nonfiction articles:

- *Teaching articles* (1,000 – 1,600 words): Help readers practically apply Scripture to present-day needs or show them fresh ways to grow in their Christian walk. Your article should provide either solid principles to help readers better understand your subject or skills to help them effectively respond.
- *Informational and journalistic articles* (1,000 – 1,600 words): We are looking for timely, well-researched articles, interviews, profiles, or essays dealing with topics of current concern. (List sources when applicable.)

- *Human-interest stories* (1,000 – 1,600 words): Let your unique experiences and observations help our readers see God at work in the world. Better yet, show us the experiences of others. Become a reporter and tell our readers about Christian individuals or families with extraordinary stories. Humor and inspirational articles are welcome.

Your Submission

- Please query six to nine months in advance for theme-related articles and nine to 12 months in advance for seasonal articles. Your query letter should concisely describe the article you propose to write. If sending your query by e-mail, write query and issue number in the subject line. If you query by US mail, enclose a legal size, self-addressed, stamped envelope. If we are interested, we will ask for the article “on speculation,” which means we are willing to examine the article, but cannot promise to publish it.
- When submitting hard copy, please provide a manuscript, double-spaced, on one side of 8 1/2” x 11” paper. Please include word count. Enclose a legal size, self-addressed, stamped envelope. (Self-addressed, stamped reply postcards are also acceptable.) Do not send more than one manuscript per SASE.
- Please use the 2011 edition of the *New International Version* when quoting Scripture in your submission.
- Suggest a subhead for every 250-300 words of the article and a pull quote for every 500 words.
- Secure permission from the appropriate publishing house when quoting songs, hymns, books, or poetry in your article.
- We accept queries by e-mail.
- We do not accept unsolicited submissions by e-mail, fax, or disks. Unsolicited manuscripts received in any of these forms will not be returned.
- On your submission, please provide your name, address, daytime telephone number, e-mail address, issue number, and word count.
- Allow up to 10 weeks for query or submission reply.
- THE LOOKOUT pays up to 11 cents per word for first rights on unsolicited articles and up to 17 cents per word for first rights on assigned articles.
- Simultaneous submissions to non-competing markets are acceptable.
- THE LOOKOUT does not publish poetry or fiction, and if submitted will not be returned.
- To receive a theme list, send a self-addressed stamped envelope with your request, or go to our Web site.
- To receive a sample issue, send \$1.00 and your mailing address with your request.
- Direct correspondence to:

**THE LOOKOUT, 8805 Governor’s Hill Drive, Suite 400
Cincinnati, Ohio 45249**

**E-mail: lookout@standardpub.com
Web-site: www.lookoutmag.com**

**Shawn McMullen, Editor
Sheryl Overstreet, Assistant Editor**

Revised April 2011