

For nearly 100 years, people have trusted Hallmark to connect with the people and feelings that mean the most. Now, through the emotionally resonant, real-world story-telling that is the heart of Hallmark, the magazine brings us reflection, inspiration and information on the things we do, the things we feel and the ways we live.

- ⌚ *Hallmark Magazine* will launch in September 2006, reaching a national audience of two million. The magazine will be published six times a year.
- ⌚ *Hallmark Magazine* is seeking affirmative and inspiring stories about real people, real feelings, real life. We will never tell readers to stress out about their health, their money, the state of their closets, or the size of their hips. Stories of people who have done something extraordinary, or accomplished something important against the odds, are of interest to us, as are stories of people who are contributing to their communities in a significant manner.
- ⌚ At *Hallmark Magazine*, we believe that decorating, cooking, and caring are things we do for our friends and families not just because we have to, but because those activities have meaning for us. We're interested in stories that talk to readers about WHY we do things, as well as HOW. Stories about craft projects or ideas for entertaining that have a particularly meaningful personal hook are of particular interest.
- ⌚ Until the first issue is published, we encourage writers interested in contributing to the magazine to visit our Web site, www.hallmarkmagazine.com, which indicates our tone and intent.
- ⌚ We do not publish fiction or poetry from previously unpublished authors, so please do not submit this material.
- ⌚ We do not consider completed, unsolicited manuscripts, so please submit a sample query letter detailing the broad parameters of the story you are proposing. Feel free to include your résumé and copies of past published works. We will do our best to respond promptly to your queries, but please be aware that the magazine is not responsible for unsolicited material and cannot return anything that is not accompanied by a self-addressed, stamped envelope.
- ⌚ Fees are determined on an individual basis by assignment and vary depending on the nature of the story and the experience of the writer.
- ⌚ Submissions should be sent via e-mail to editor@hallmark.com or:
Hallmark Magazine
Article Submissions
1412 Broadway, Suite 2010
New York, NY 10018
- ⌚ Any publication of an essay or article is at the sole discretion of *Hallmark Magazine*.