



## Magazine Contributor Guidelines

MASS APPEAL Magazine is always looking for contributors and excellent content that speak intimately to our progressive men and women.

MASS APPEAL Magazine's audience is image-conscious, ambitious, and affluent. Cosmopolitan by nature, our readers possess high-income levels and prefer high-quality luxury brands that appeal to a higher socioeconomic status. As extremely enthusiastic individuals, they regularly seek career progression opportunities and are motivated to be the best versions of themselves. Tech-savvy, their mobile device, is often used as weapons to invest, shop, find entertainment, and socialize. Mass Appeal meets our audience where they are. Welcome to our luxurious digital world.

MASS APPEAL's mission is to help every person become the best version of themselves. It is with this intention that we seek stories that help our readers continuously improve their lives. We are all about progress and uplifting others. No gossip, just glory!

MASS APPEAL is an image and personal branding magazine dedicated to helping our readers manage their brand to become "A Perfect 10®". Our focus is on helping readers improve their lives from the inside out. From the red-carpet to the boardroom, the reader finds valuable resources to elevate their lives. Readers discover priceless tips on everything from building self-confidence, career tips to fashion & beauty. Ten principles make up "A Perfect 10®," which appear in each issue in one or more sections. The ten commandments are:

1. Master Plan
2. First Impressions
3. Self-Confidence
4. Grooming
5. Dressing for Success
6. Ethics & Attitudes
7. Personal Branding
8. Self-Salesmanship
9. Stress Management
10. Career Savvy

MASS APPEAL is all about pop-culture, and we focus on stories and ideas that are relatable to a larger, more broad audience. Our subjects encompass cultural attitudes and social trends that impact our audience's ability to prosper, personally and professionally.

Our focus is on helping individuals become the best version of themselves. To that end, we seek non-fictional inspirational stories, and we never publish fictional stories. First-person stories are acceptable; however, we expect the articles to connect to a larger issue that impacts our readers.

Our mantra is, "It's an inside job." That means we believe that image and success reflect how you feel and what you think about yourself. It impacts what you achieve and what you attract.



Submissions or pitches are made solely online by creating a contributor profile. To create your profile, please visit [https://massappealmagazine.com/edit\\_contributor\\_profile.php](https://massappealmagazine.com/edit_contributor_profile.php). Complete the registration form, verify your email, and wait for administrative approval.

All submissions must be well-researched with evidence-based claims and relevant statistics that connect to significant issues. Please read our magazine to understand the type of content we share before submitting or pitching. Finished work and pitch letters are welcome. If pitching, please include clips or writing samples. If you have not written for us previously and want to pitch a feature, please send us a full draft or a 300-word write-up outlining your article. Written submissions only accepted, not verbal pitches.

Each quarter, we establish a theme for each publication that aims to be a starting point and not meant to limit your creativity. Please do not hesitate to pitch a great idea that you believe may work for a future publication.

Mass Appeal works on a six-month lead time, which means you have plenty of time to plan. All article submissions for quarterly publications close three months before the official release date.

We look forward to working with you, and good luck!

Happy Pitching!

**MASS APPEAL Magazine**