

spirit

Writers' Guidelines

SOUTHWEST AIRLINES

Southwest Airlines *Spirit* is a general-interest magazine that appeals to the upscale consumer. We explore a diverse array of subjects, including pop culture, business, personal technology, sports, health, food, and drink. Instead of offering editors' or writers' recommendations, we select experts to give our readers their choices for the best values in a variety of categories. Unlike any other magazine in its category, *Spirit* lets its sources—from business leaders to celebrities—speak directly to you in their own voices.

The magazine is tightly packaged; every piece of copy is created with a layout already in mind. For that reason, we generally don't accept many ideas for regular columns or front-of-book articles. We do accept ideas for certain sections of the magazine, which you will read about below. If a section is not described here, we do not accept queries in that department. We typically pay about \$1 a word. The deadline is 3 months ahead of the issue in which the item appears.

We're seeking a broad range of general-interest topics that have crossover appeal to our diverse readership, including articles on what's hot in entertainment, sports, fashion, cars, books, art, business and personal technology, and outdoor recreational activities. Each item should promote action by the readers. Please do not submit completed manuscripts. Submit only detailed story queries. (The exception to this rule is Short Fiction, where we *only* accept completed manuscripts of 1,500 words or less.) And before pitching, we recommend studying the articles we post on spiritmag.com.

Potential Freelance Opportunities

Business Idea

This first-person essay of no more than 1,500 words must be crafted in rhetoric that offers readers some entrepreneurial inspiration. The article gives a head's up on far-reaching, trendy, and next-level business plans that have relevance to Southwest Airlines business travelers. The business idea should describe a service that isn't already readily available and fulfills a need. The experience you describe should convey the depth of emotion you have for a particular subject in a fun, light tone. **Contact:** Katherine.Lagomarsino@spiritmag.com

Short Fiction

We accept completed manuscripts of 1,500 words or less. Stories should be written for a general audience: Think PG-13 and spare us anything violent or salacious. Past fiction has included a bittersweet tale of love after loss by Anthony Doerr and a Neil Gaiman mystery about a girl who vanishes after strange events. We do not publish stories about road trips, international travel, politics, or religion. **Contact:** Alison.Miller@spiritmag.com

The Numbers

The Numbers is a compendium of interesting factoids and statistics that run in the magazine's FOB section. Each page is dedicated to a specific topic, and is accompanied by a full-page piece of art. The Numbers is usually written in-house, though we welcome freelancers with good ideas. Each article runs approximately 120 words or less. No author byline will appear. **Contact:** Jennifer.Nalewicki@spiritmag.com

Features

The feature well offers a place for the reader to linger, engrossing themselves in narrative stories and stunning photo spreads. Our stories run the gamut—covering pop culture, tech gear, sports, personalities, and health—but we avoid articles on politics and religion. A 5,000-word heavily reported story on the detailed art of sandwich making might be followed by a touching first-person story on life's second chances. We are especially looking for package features on upcoming trends. Past features have ranged from a Q&A with "Dirty Jobs" host Mike Rowe to a photo feature on Southwest Airlines pilots who also fly for the Air National Guard, to a package on cocktails ("The Spirit Guide to Spirits"). We are not interested in general travel or destination pieces. Please note: The "Your Adventure In" section is not open to pitches. **Contact:** John.McAlley@spiritmag.com

Blessings Counted

This back-page feature offers a bit of inspiration as a parting gift to readers. Blessings Counted generally features a well-known celebrity who explains the things he or she is most thankful for in the form of several brief anecdotes. In the past we have interviewed household names like Kristen Bell, Jason Lee, and William H. Macy. Blessings Counted features people who are at the top of their games, highly respected by their peers, have some kind of wisdom/life lesson to impart—and have some sort of news peg to the issue month that they appear in. The writer must confirm access to the subject before pitching. No author byline will appear. **Contact:** John.McAlley@spiritmag.com