

MISSION FOCUS PUBLICATION SCHEDULE



VALUES AUDIENCE GUIDELINES CONTACT

God in focus. World in Scope.

· GROW · CONNECT · LIVE ·



OUR MISSION

Encouraging young
adults as they discover
God and live out their
new identity in Christ.

Dear readers,

*We help you figure
out faith and tackle
the hard questions.*

*Love,
The editors
of*

NIM



OUR FOCUS

GROW

Educate our readers on biblical foundations. share Christian perspectives on hot topics. illuminate faith-based concepts. unpack Christian jargon. discuss faith disciplines. and explore practical applications of Scripture.

CONNECT

Encourage our readers with articles that share personal testimonies. help to understand relationships. increase fellowship. examine church culture. expand community through Christ. and discuss or express faith lived in connection with others.

LIVE

Engage our readers in how to live out their faith in the real world with stories of people actively pursuing God and their passions. utilizing organizations and resources that apply to ones gifts. talents and desires to serve God and others. and purposely sharing the love of Christ in everyday arenas.

2020/2021 PUBLICATION SCHEDULE

SPRING/SUMMER 2020

SUMMER/FALL 2020



FEBRUARY

Planning

Editorial Direction
Assignment Allocation
Pitches
Research & Prep
Articles Submitted



MARCH

Production

Revisions
Editing
Editorial Review
Proofing
Layout & Design



APRIL

Promotion

Promotional Media
Social Media Strategy
and Scheduling

PUBLISH April 21th



APRIL

Planning

Editorial Direction
Assignment Allocation
Pitches
Research & Prep
Articles Submitted



MAY

Production

Revisions
Editing
Editorial Review
Proofing
Layout & Design



JUNE

Promotion

Promotional Media
Social Media Strategy
and Scheduling



SUMMER
BREAK

JULY

Publish

PUBLISH July 28th



AUGUST

Planning

Editorial Direction
Assignment Allocation
Pitches
Research & Prep
Articles Submitted



SEPTEMBER

Production

Revisions
Editing
Editorial Review
Proofing
Layout & Design



OCTOBER

Promotion

Promotional Media
Social Media Strategy
and Scheduling

PUBLISH October 20th



OCTOBER

Planning

Editorial Direction
Assignment Allocation
Pitches
Research & Prep
Articles Submitted



NOVEMBER

Production

Revisions
Editing
Editorial Review
Proofing
Layout & Design



WINTER
BREAK

DECEMBER



JANUARY '21

Promotion

Promotional Media
Social Media Strategy
and Scheduling

PUBLISH January 19th

FALL/WINTER 2020

WINTER/SPRING 2021



's EDITORIAL VALUES

BE SENSITIVE TO SEEKERS

SPEAK TO
NEW BELIEVERS

BRIDGE CULTURAL GAPS

COMMUNICATE WITH
LESS JARGON



DON'T ASSUME
BIBLICAL KNOWLEDGE

SHARE PERSPECTIVES
WITH LOVE

UNIFY FOLLOWERS OF
CHRIST THROUGH SCRIPTURE

EMBRACE HONESTY AND
TRANSPARENCY



OUR AUDIENCE

60% Women

40% Men

63% of readers aged 18 to 34

Educated

Diverse

Multiethnic

Social Media Saavy

Social Justice Advocates

WRITING TIPS

1. **Know your audience.** We are communicating to believers and seekers at many stages, many of whom may have very little biblical knowledge or faith-based background. This means that a lot of Christian ideas or phrases that are common occurrences in your life, may not be for our audience.

We like to speak to our audience in a way that acknowledges the place that they are at, and not assume they already know everything. We like to get inside the mind and heart of a person as they grapple and grow in their new identity in Christ.

We like to communicate Christianity in a way that can be understood by anyone. That means when we write we think of our readers more as newbies to Christianity rather than seasoned believers. What might sound confusing to someone who is learning for the first time? What might sound offensive (i.e. us vs. them language)? And what cultural Christian attitudes or behaviors are completely foreign to the average person and need to be explained? We want to present articles in such a way that they provide unwavering Biblical truth, while also being expressed in a way that

anyone, Christian or non-Christian, can understand, learn and grow from.

2. **Think of other ways to define jargon.** Christian jargon or “Christianese” is used overabundantly in Christian circles. So much so that even many mature Christians struggle to define these jargon words in everyday language.

Describing or explaining jargon in a fresh new way can bring new power, value and insight to the Christian at any stage and also help our readers to gain a better grasp on some of the great Biblical concepts. You can find a list of many of the words that we consider jargon (and specifically want you to be aware of or explain in your own words) in the House Style Guide. We also have provided suggestions for you to use on our website under Write>Jargon Substitutions. See the House Style Guide under Write on the navigation bar of the website for more details.

3. **Be a learner yourself.** What are some Biblical ideas or concepts that you’ve always been confused by? What things does the Church do that you’re not quite sure why? What are some things that you struggle with currently or have in the past? Chances are if you’ve wondered

about it or been confused by it, so have thousands of others! The topics that are most important to you as a follower of Christ will likely be hugely important to our audience too. Constantly thinking about what Biblical ideas move you or confuse you will keep you in a great mindset when writing for, educating, encouraging and engaging our believer and seeker audience.

FACEBOOK WRITERS GROUP

If you’re on Facebook and you sign up to be a writer, we’ll invite you to join the Writer’s Group where we can brainstorm ideas for the upcoming issue(s), get feedback, encouragement, help with writing issues, prayer requests, and updates.

WRITER’S AGREEMENT

Before submitting PLEASE review the Submissions Agreement at <http://www.newidentitymagazine.com/submissions-agreement/>

Thank you.

The editors of 

CONTACT

Thank you for your interest in *New Identity Magazine*, please review the Submissions Agreement before submitting.

If you have any question, please contact:

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