

T H E F I N E L I N E —

Contributors' Guidelines

The Fine Line (thefinelinemag.com) is the online destination and wellness brand for women who believe in making the second act of life the finest. Through original, cutting-edge wellness and fitness guidance, and practical but polished beauty, fashion, and lifestyle content, The Fine Line encourages women over the age of 45 to connect, explore, and reinvent themselves while staying grounded in who they are and where they're headed. We at The Fine Line celebrate women of substance and style.

Our Mission: To serve a beautiful palette of content around body, mind, and spirit that combats the vanishing effects of youth-obsessed societal ageism. Our articles, interviews, photos, and videos aim to intrigue, inspire, and empower women to feel good, be strong, and live their best lives right now.

Our content is a brilliant and balanced mix of original stories, professional photography, and quality video related to:

- **Health & Wellness:** Nutrition, exercise, yoga and meditation, relationships, and more. Includes workout videos and recipes.
- **Beauty:** Truthful product reviews, tutorials and tips, and news of innovation.
- **Fashion & Style:** Trends, advice, interviews, and more, complete with photographs and video that feature fiercely stylish mature women.
- **Living:** Encompasses home design, entertaining, arts and culture, travel, and perspectives on work and career.
- **People:** Profiles of inspirational celebrities, interviews with modern influencers, personal essays, and relevant news.

Our Parameters: Length of content varies. We might run a 300-word article on the benefits of turmeric or an 800-word essay from a former supermodel. A recipe for a healing broth may call for a simple 100-word introduction, while a slide show of fall skirts simply needs 25-word product captions. However, as a general rule, keep your submission to less than 500 words, unless there is a compelling reason to go longer. Video should have a good production value and run less than two minutes. Photos of real people should be of professional quality but look like photos of real people (e.g., limited retouching). Tone is sophisticated but always approachable and warm. We are not looking for stories related to parenting, living on a budget, crafting, or medicine.

We are currently seeking editorial partnerships (content in exchange for attribution and promotion), collaborations with influencers and experts (people we can feature on our site or guest editors), and well-crafted pitches and original submissions from professional journalists and photographers (financially compensated work).

To partner with us or submit your work for consideration, email allison@thefinelinemag.com.

We look forward to hearing from you!
