

# 2013–2014 DESIGNER GUIDELINES

## *CardMaker magazine*

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MANAGING EDITOR: Brooke Smith

### General Information

*CardMaker* is published quarterly by Annie's (DRG)—Spring, Summer, Autumn, Winter.

The magazine's editorial offices are open each weekday from 8 a.m.–5 p.m. ET. Feel free to contact the editor or managing editor via email at: [Submissions@CardMakerMagazine.com](mailto:Submissions@CardMakerMagazine.com).

### **CardMaker mission statement:**

*CardMaker* magazine appeals to card crafters of all experience levels and contains a wide variety of technique articles and projects including greeting cards, gift-card and money holders, invitations and announcements for a wide range of occasions. Many of these innovative projects also include finishing ideas for the inside of the card.

### **CardMaker is always looking for:**

- Original, attractive designs and patterns for card projects that will appeal to readers of all skill levels.
- Technique-based projects and articles that include, but are not limited to: rubber stamping, paper folding, interactive card construction, quilling, die cutting, paper piecing, dry and heat embossing, paper cutting, handmade paper, etc.
- Your ideas for issue themes, new techniques and project types to feature.

Due to the increasingly large volume of submissions we receive, we strongly encourage you to follow these guidelines. Our editorial calendar is a valuable resource for you that lists topics, themes and submission deadlines for each issue. Please submit only projects that are appropriate for each issue, at the appropriate time. Submissions sent after the deadline will not be considered.

### Submissions

1. Copy and paste the form at the bottom of this document into a Word document, and email it as an attachment to: [Submissions@CardMakerMagazine.com](mailto:Submissions@CardMakerMagazine.com). Limit one project per submittal form please. Only *new, never-seen-before* projects should be submitted for consideration. Do not submit projects that have been previously published or have been posted on your blog or elsewhere.
2. Submit your best work. Due to the increasing number of submissions that we receive for each issue, we're asking that you **send no more than 8 submissions** for each review. Submissions will be cut off at midnight on the deadline posted on our editorial calendar.
3. We prefer to receive submissions via email. Please send a completed submittal form, including an image of your project, along with your complete contact information, to [Submissions@CardMakerMagazine.com](mailto:Submissions@CardMakerMagazine.com). Your email subject line should include the publication title and issue and project name—for example: *CardMaker* Winter 2014, Warm Holiday Wishes. Please keep the attached file size under 2MG. **Please send one project submission per email.**
4. If you submit completed projects (via snail mail), you *must* include a check or money order for return postage if you wish to have your project returned. *We can no longer accept self-addressed stamped envelopes for this purpose.* While we will consider submission of completed projects, we reserve the right to request revisions to allow for photography in a coordinated setting with other projects.
5. Please make sure *everything* you submit is labeled with your name, complete address and daytime phone, and the *issue for which the submission should be considered.*

Once a concept or project is accepted for publication, you will need to provide complete written instructions for the project. Please observe the following guidelines.

- Write your instructions using the format template provided with your acceptance email. (Save As and type your project instructions into the document.) Please type your instructions double-spaced, leaving generous margins all around. Label all pages with your name, mailing address, daytime phone number and the title of your project. Number the pages if there is more than one.
- Insert a small image of the project directly into your instructions Word document.
- Include a *complete* materials list for your project, listing each item on a separate line. (Include product name, manufacturer and product # if you have it.) The materials list should precede the instructions. It is extremely important that *every* product or tool used to create your project be listed.
- **Do not** use discontinued products in your design. All patterned papers, stamps, dies, etc. should be current releases—the newer, the better. We don't want to frustrate our readers by publishing projects that include items that are no longer available for purchase. Please check the manufacturer's website for the most current product availability information before submitting your instructions document to us.
- Give sources (including company addresses, product numbers and/or website links) for as many of the products used in your project as possible, especially items which are not readily available at a general craft or fabric store. When referring to specific brand names of materials, please list them accurately.
- List instruction steps numerically.
- Label all diagrams, photos, etc.
- If your project uses pattern pieces, please submit full-size pieces.
- *Proofread all aspects of your instructions for accuracy.* Are the instructions complete and easy to understand? Is the materials list complete? Are all pattern pieces and diagrams labeled properly? Remember, your instructions should be clearly understood by a *beginner*. We will return projects with instructions that are not written clearly enough for our needs and will pay less if your instructions need considerable editing.
- Email a copy of the instructions Word document directly to the editor, and include a hard copy in the box with the completed sample.

### Contracts and Payment

When your project and instructions are approved, we will send an agreement with our payment offer and a business reply envelope. You should complete it with your signature and date, and return the original to us in the postage-paid envelope—the photocopy we send is for your records. If this is the first time we've worked with you or if it has been a while since we've accepted a project, you will also receive a W-9 (or a W-8 if you live outside the United States) which must be completed and returned before payments can be issued.

You will be issued a check for payment within 45 days of the date we received your signed contract.

We will keep your project until the magazine issue is published. Your project will be returned to you after publication. All manuscripts, diagrams, etc., remain our property. Since we purchase all rights to designs, you should not sell that design—or one very similar to it—to another publication. If you have questions as to what constitutes an original design, please contact us.

**FINALLY ...**

We appreciate your interest in our magazine! These guidelines are meant to be just that—guidelines. If you have questions, special circumstances, etc., feel free to contact us. We will make every effort to work with you.

## **CARDMAKER PROJECT SUBMITTAL FORM**

**(Please Copy and Paste into a new Word document)**

DESIGNER'S NAME:

MAILING ADDRESS:

PHONE NUMBER:

EMAIL ADDRESS:

BLOG:

**(INSERT PROJECT PHOTO HERE)**

ISSUE & FEATURE:

PROJECT TITLE:

SKILL LEVEL:

SIZE:

TECHNIQUES USED:

MATERIALS LIST:

ADDITIONAL COMMENTS/DESIGNER TIPS:

PLEASE LET US KNOW IF YOU ARE CURRENTLY ON ANY DESIGN TEAMS: