



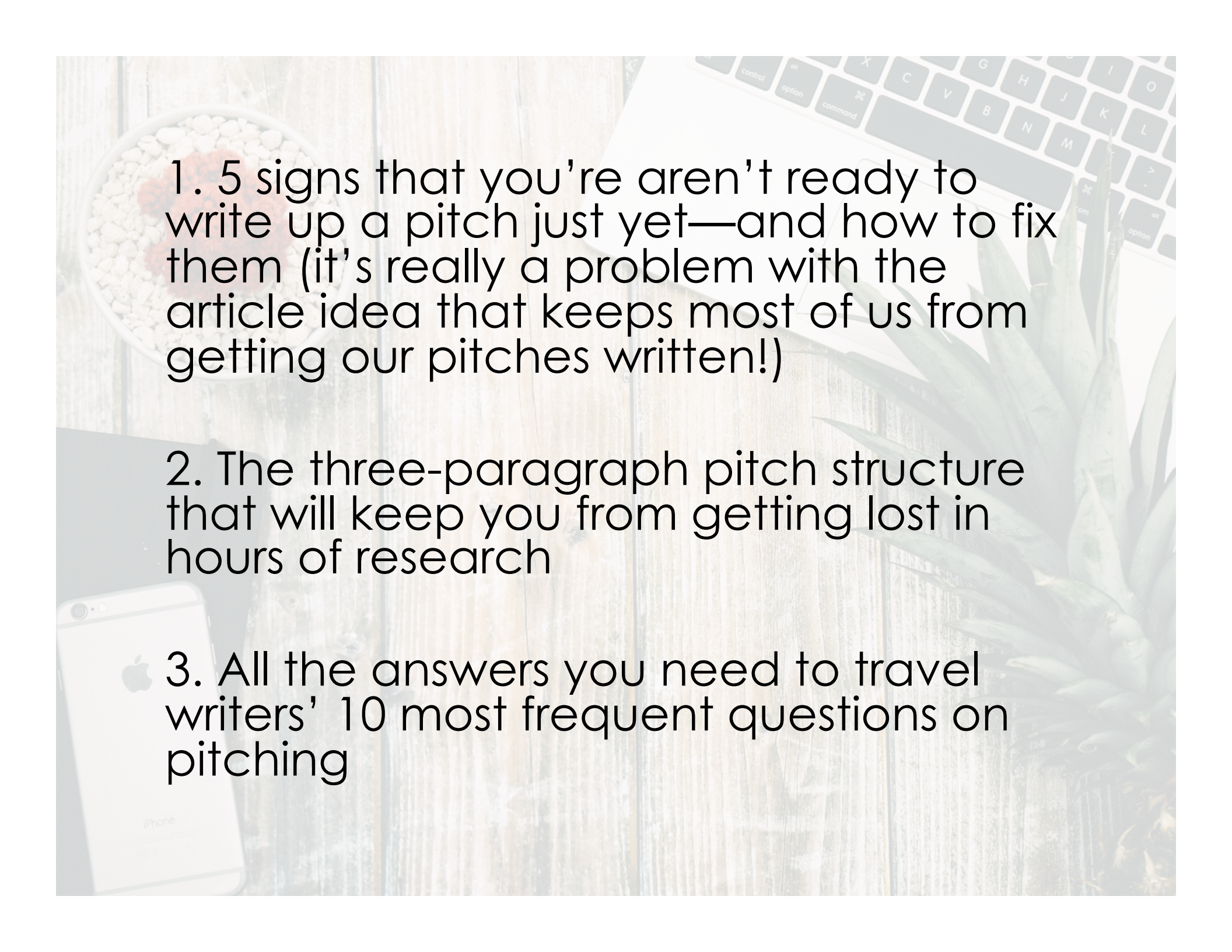
*Dream of
Travel Writing*

How to Craft the Perfect Travel Article Pitch

by Gabi Logan, founder of Dream of Travel Writing

A hand holding a vintage brass compass against a blurred landscape background. The compass is the central focus, showing its intricate details and the cardinal directions. The background is a soft-focus view of a valley or mountain range under a bright sky. The text is overlaid on the lower half of the image.

Today, we're going to
talk about...



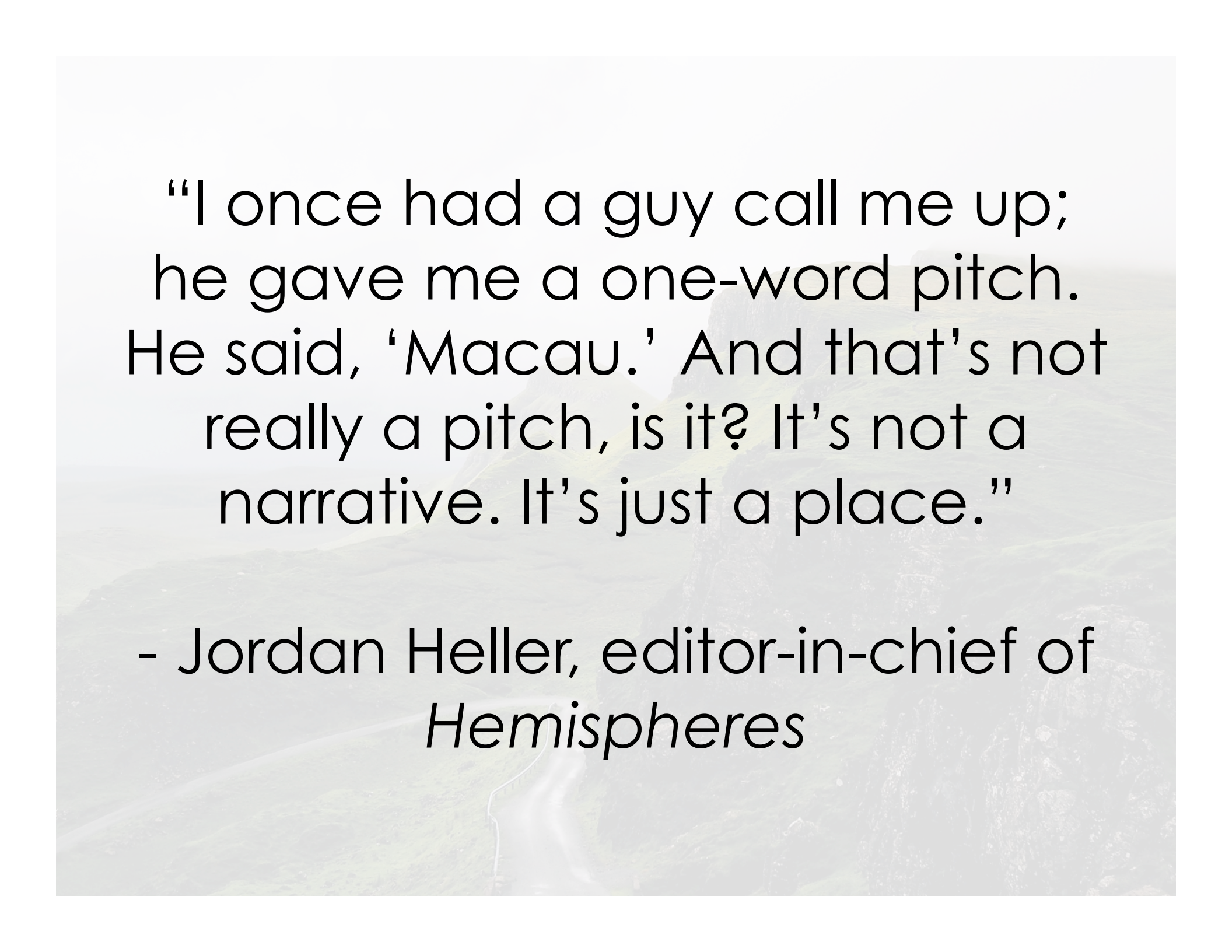
1. 5 signs that you're aren't ready to write up a pitch just yet—and how to fix them (it's really a problem with the article idea that keeps most of us from getting our pitches written!)

2. The three-paragraph pitch structure that will keep you from getting lost in hours of research

3. All the answers you need to travel writers' 10 most frequent questions on pitching

A wide-angle photograph of a large railway yard at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The sky is filled with large, dark clouds that are illuminated from below. In the foreground, several parallel tracks run towards the horizon. On both sides of the tracks, there are numerous freight trains, each consisting of many white cylindrical tank cars. The tracks and trains recede into the distance, creating a strong sense of perspective. In the background, there are some industrial buildings and a few tall utility poles. The overall atmosphere is one of quiet activity and industrial scale.

**BEFORE WE GET THIS TRAIN
MOVING...WHAT IS THE REAL
PURPOSE OF A PITCH?**

An aerial photograph of a river valley, likely the Amazon, showing a large dam structure in the center. The surrounding landscape is lush green with rolling hills and a winding road. The image is slightly faded to serve as a background for the text.

“I once had a guy call me up; he gave me a one-word pitch. He said, ‘Macau.’ And that’s not really a pitch, is it? It’s not a narrative. It’s just a place.”

- Jordan Heller, editor-in-chief of
Hemispheres

**THE MAIN PURPOSE OF A PITCH IS
NOT TO GET AN ASSIGNMENT...**

...IT'S TO START A CONVERSATION





How Do We Start That Conversation?

1. Show the editor you have good ideas
2. Show the editor you are a professional
3. Show the editor you understand their publication

A person is standing on the left side of a calm lake, looking towards the right. The lake reflects the surrounding landscape, which includes a range of mountains and several evergreen trees. The sky is filled with soft, white clouds, and the overall scene is bathed in a gentle, natural light. The text is overlaid on this background.

**ALWAYS PITCH TO GET A
RESPONSE...**

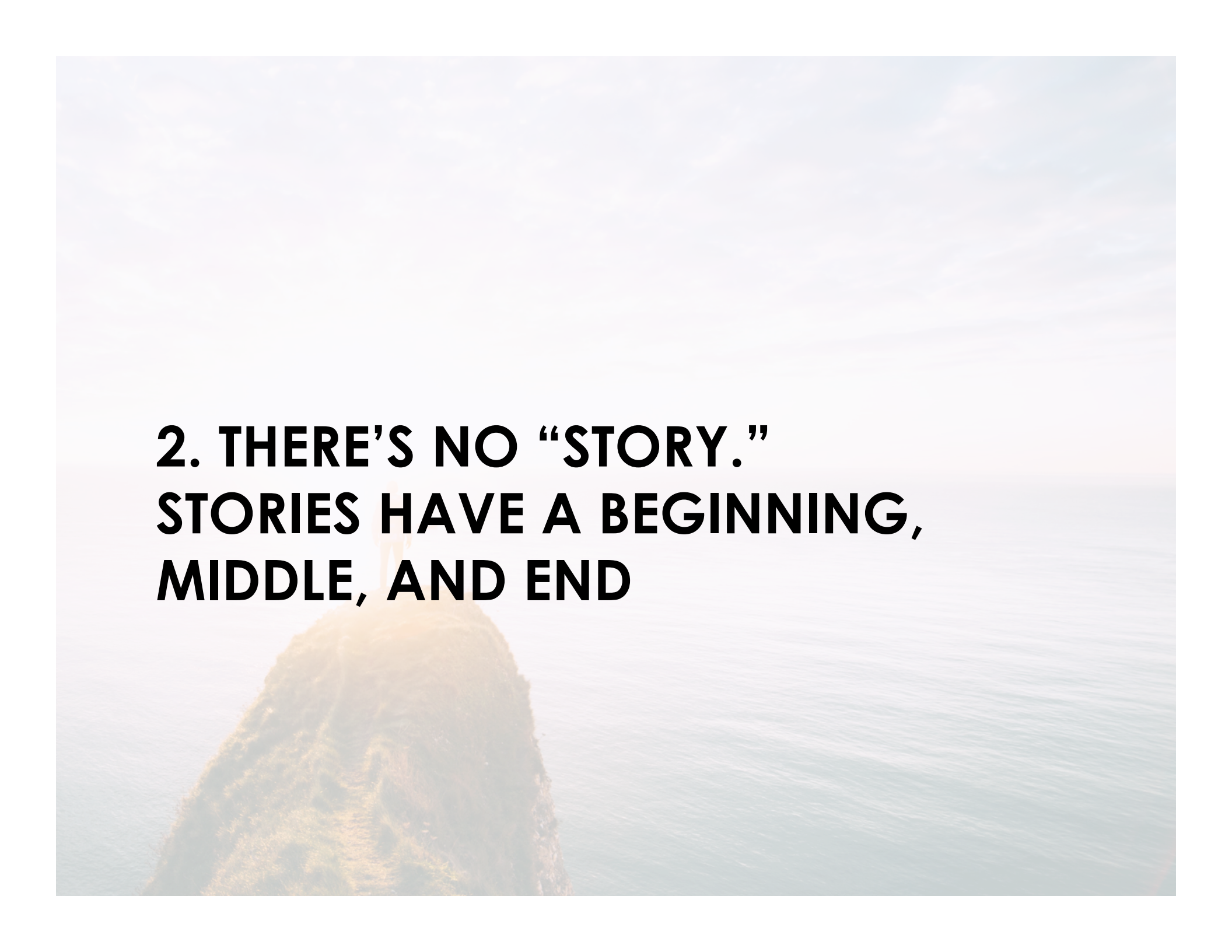
**...AND OPEN THE DOOR FOR MORE
CONVERSATIONS**



**5 SIGNS YOU
AREN'T READY
TO SEND A PITCH
JUST YET**

A photograph of a metal walkway or bridge with railings, set against a background of a dense forest. The walkway is made of metal grating and has a railing on both sides. The forest is lush with green trees and foliage. The image is slightly faded, making the text stand out.

1. YOUR IDEA IS TOO NARROW (OR BROAD) FOR THE PUBLICATION YOU'RE PITCHING



**2. THERE'S NO "STORY."
STORIES HAVE A BEGINNING,
MIDDLE, AND END**



**3. THE IDEA DOESN'T FIT A
SPECIFIC SECTION OF A
SPECIFIC MAGAZINE**

Description	Demographics	How to Pitch	Contact Info
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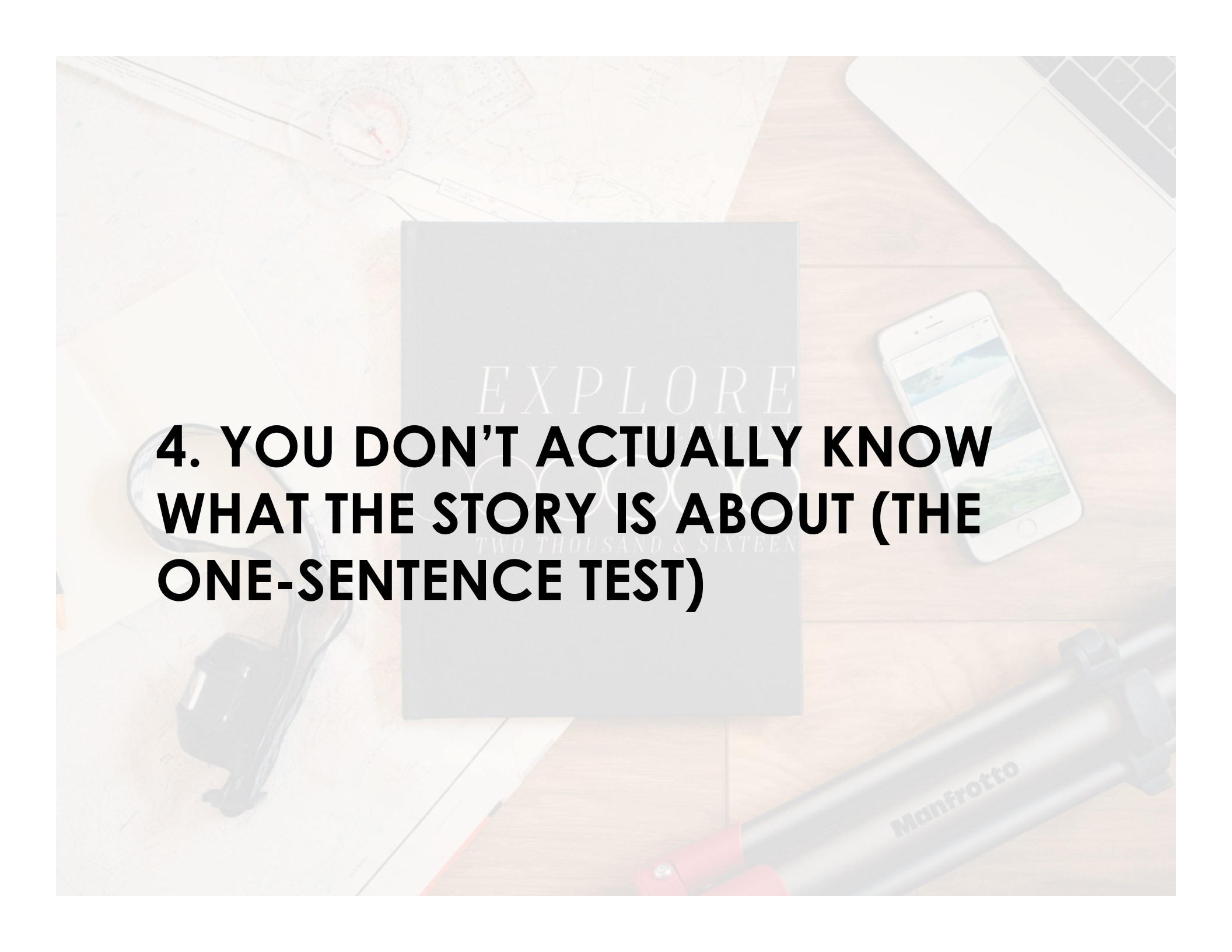
Editorial structure

Instead of typical front and back of book sections with features, the magazine is divided into 6 sections: "Out & About," "Food & Drinks," "Shopping & Fashion," and "Culture & Lifestyle." "Cover Topics" are found within the six categories.

What to pitch: There are about 9-10 contributors per issue. Sections that use a contributor: "Out & About," "Food & Drink," "Shopping & Fashion," and "Culture & Lifestyle." Articles are typically, but not always, broken down into smaller chunks, with headers over subsections of the article, whether it is a round-up, an itinerary (with headers for the time and place), or a Q&A. Articles are typically in third-person.

"Out & About" has four articles ranging from 400-1,000-words, with adventure narratives, round-ups, suggestions of things to do, and itineraries. Round-ups and itineraries often have addresses, prices, and websites for if they are for sightseeing tours, ideas of things to do, etc. An example of a round-up is "Off to New Shoes," which details water tours around four of the MEININGER hotels that are located around water. An adventure article was "Just a Couple of Spins," detailing a young biker's journey (in first-person) around Southeast Asia on bike. Articles in this section can be about global locations outside of the MEININGER hotel areas, such as the bike article, but most specifically target the locations of the MEININGER hotels.

"Food & Drink" contains two 800-word articles that are approximately 800-1,000-words each.



**4. YOU DON'T ACTUALLY KNOW
WHAT THE STORY IS ABOUT (THE
ONE-SENTENCE TEST)**



**5. NO ONE ELSE CARES ABOUT THE
IDEA THAT YOU'RE PROPOSING
(THE TELL-A-FRIEND TEST)**



**THE
THREE-
PARAGRAPH
PITCH FORMULA**

The Perfect Pitch Formula

All pitches are primarily composed of three things:

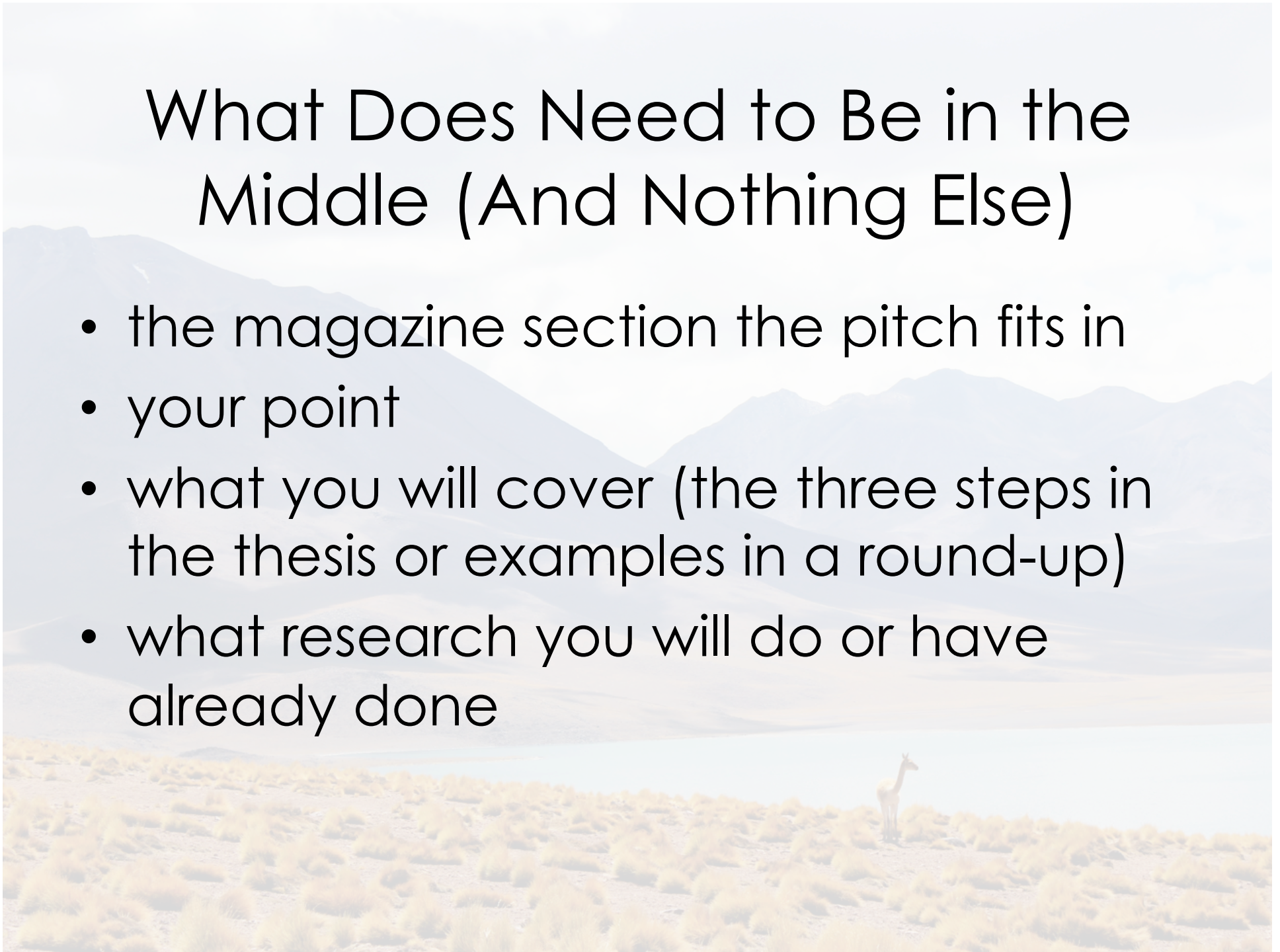
- the lead/lede or intro
- the outline on how you'll write the piece/what it will be about
- the "I'm so great" (ISG) paragraph or why you should be the one to write it

Powerful Leads

- start in the middle
- too-good-to-be-true statistic
- the only thing of its kind
- one image or experience that stood out so clearly that you know someone else would want to replicate it

What Does Need to Be in the Middle (And Nothing Else)

- the magazine section the pitch fits in
- your point
- what you will cover (the three steps in the thesis or examples in a round-up)
- what research you will do or have already done



What Does Belong in the ISG (And Nothing Else)

- the information about you that is relevant to *this specific piece*
 - prior research
 - background experience
 - exclusive access
- your most impressive (or related) publication titles (even if volunteer)

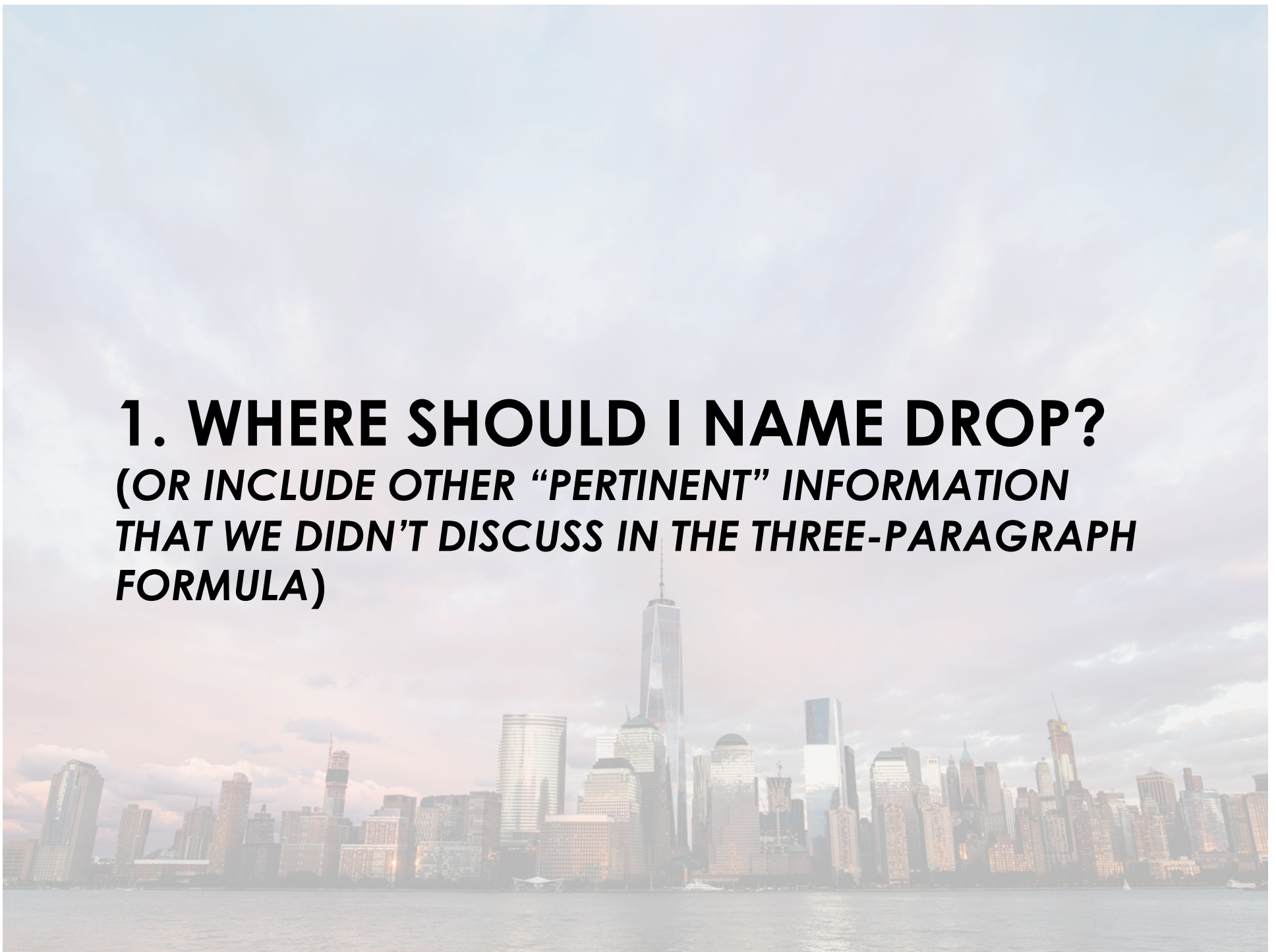
A Headline Subject Line

- “PITCH: _____ [INSERT DESCRIPTIVE TITLE ENCAPSULATING TOPIC] for _____ [INSERT NAME OF SECTION OR DEPARTMENT]”
- The title should highlight the unique aspect of your idea:
 - Unearthing Rare Truffles Under 5 Feet of Snow
 - Trend Alert: Skinny Dipping in Piranha-filled Waters
 - Forget Lavender—Provence is the New Adventure Sport Capital of France
 - Ireland’s 12,000-year-old Cheesemaking Tradition

An aerial photograph of a dry, eroded landscape, likely a desert or semi-arid region. The terrain is characterized by winding, light-colored paths or dry riverbeds that cut through darker, more rugged rock formations. The overall color palette is a mix of tan, brown, and grey, with some blueish-grey patches. The text is overlaid in the center of the image.

10 COMMON PITCHING QUESTIONS

**1. WHERE SHOULD I NAME DROP?
(OR INCLUDE OTHER “PERTINENT” INFORMATION
THAT WE DIDN’T DISCUSS IN THE THREE-PARAGRAPH
FORMULA)**





**2. CAN I PITCH AN EDITOR
SOMETHING I'VE ALREADY WRITTEN
ABOUT ON MY BLOG?**

A faded background image of a mountain range with a river valley. The mountains are rugged and rocky, with some snow or light-colored patches. A river flows through the valley in the foreground. The sky is overcast with soft, grey clouds.

**3. SHOULD I TELL THE EDITOR I'VE
ALREADY WRITTEN THE ARTICLE?**



4. CAN I PITCH MORE THAN ONE EDITOR / PUBLICATION THE SAME IDEA AT THE SAME TIME?



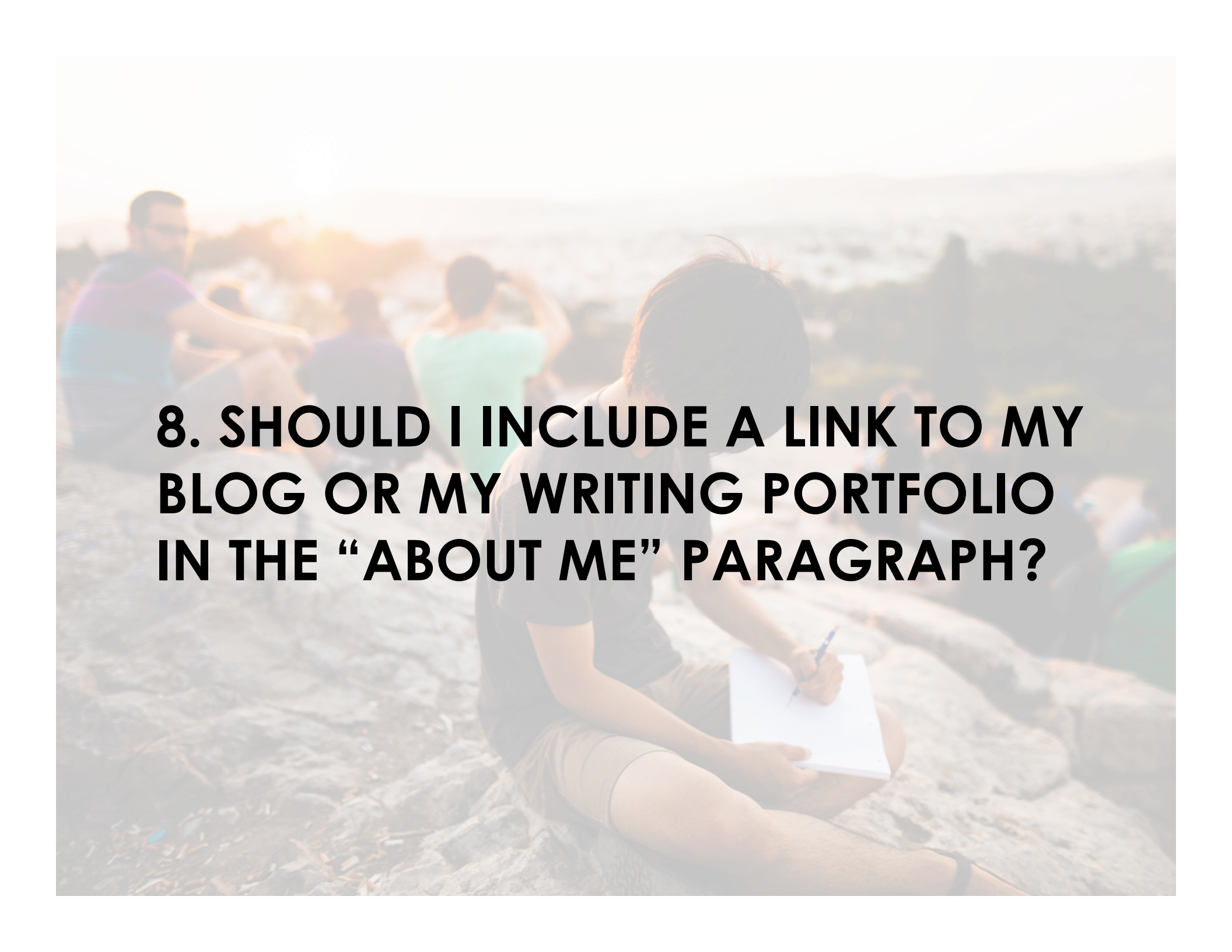
**5. HOW DETAILED SHOULD MY
MIDDLE PARAGRAPH BE?**

**6. SHOULD I INCLUDE EVERY
PLACE / HOTEL / ACTIVITY / ITEM
I'LL COVER IN A ROUND-UP?**





**7. SHOULD I INCLUDE CLIPS?
SHOULD I ATTACH THEM?**

A person is sitting on a rocky shore, writing in a notebook. The background shows a sunset over a body of water with other people in the distance. The text is overlaid on the image.

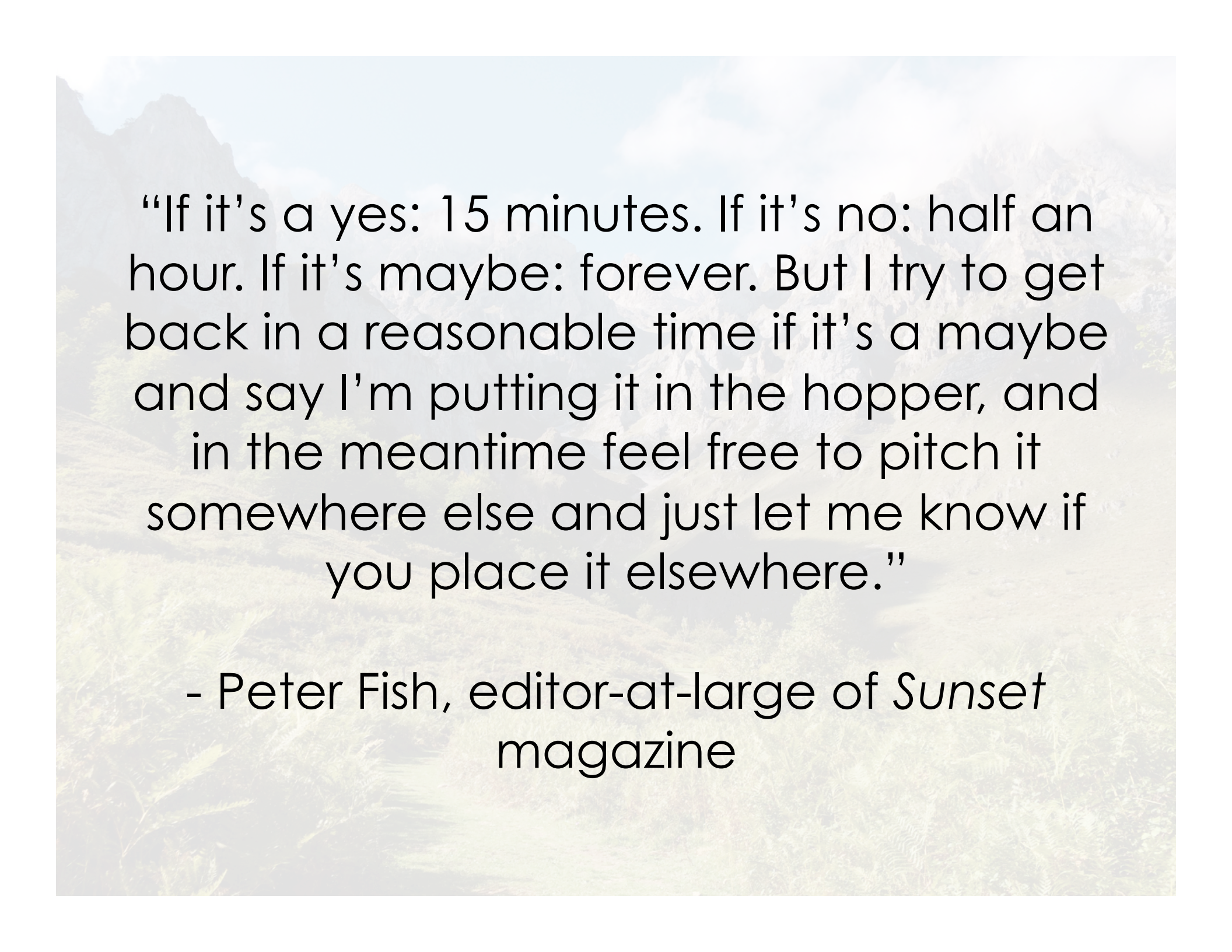
8. SHOULD I INCLUDE A LINK TO MY BLOG OR MY WRITING PORTFOLIO IN THE “ABOUT ME” PARAGRAPH?

9. HOW SHOULD I SIGN OFF?

- “THANKS FOR YOUR CONSIDERATION”?**
- “I LOOK FORWARD TO YOUR RESPONSE”?**
- “I LOOK FORWARD TO THE OPPORTUNITY TO WORK WITH YOU”?**



10. HOW LONG SHOULD I WAIT TO FOLLOW UP?

A background image of a misty mountain landscape. In the foreground, there is a path covered with lush green ferns. The middle ground shows a valley with more vegetation, and the background features rugged, misty mountains under a soft, overcast sky.

“If it’s a yes: 15 minutes. If it’s no: half an hour. If it’s maybe: forever. But I try to get back in a reasonable time if it’s a maybe and say I’m putting it in the hopper, and in the meantime feel free to pitch it somewhere else and just let me know if you place it elsewhere.”

- Peter Fish, editor-at-large of *Sunset* magazine

Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Whenever you need to double check an idea fit, your assumptions about editors, or your self doubt on whether your idea is good, email questions@dreamoftravelwriting.com.

