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*Dream of
Travel Writing*

How Get More Assignments by Analyzing Magazines

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 a green jewel in the center. The background is a soft-focus view of a valley or mountain range under a bright sky. The text "Today, we're going to talk about..." is overlaid on the image in a clean, black, sans-serif font.

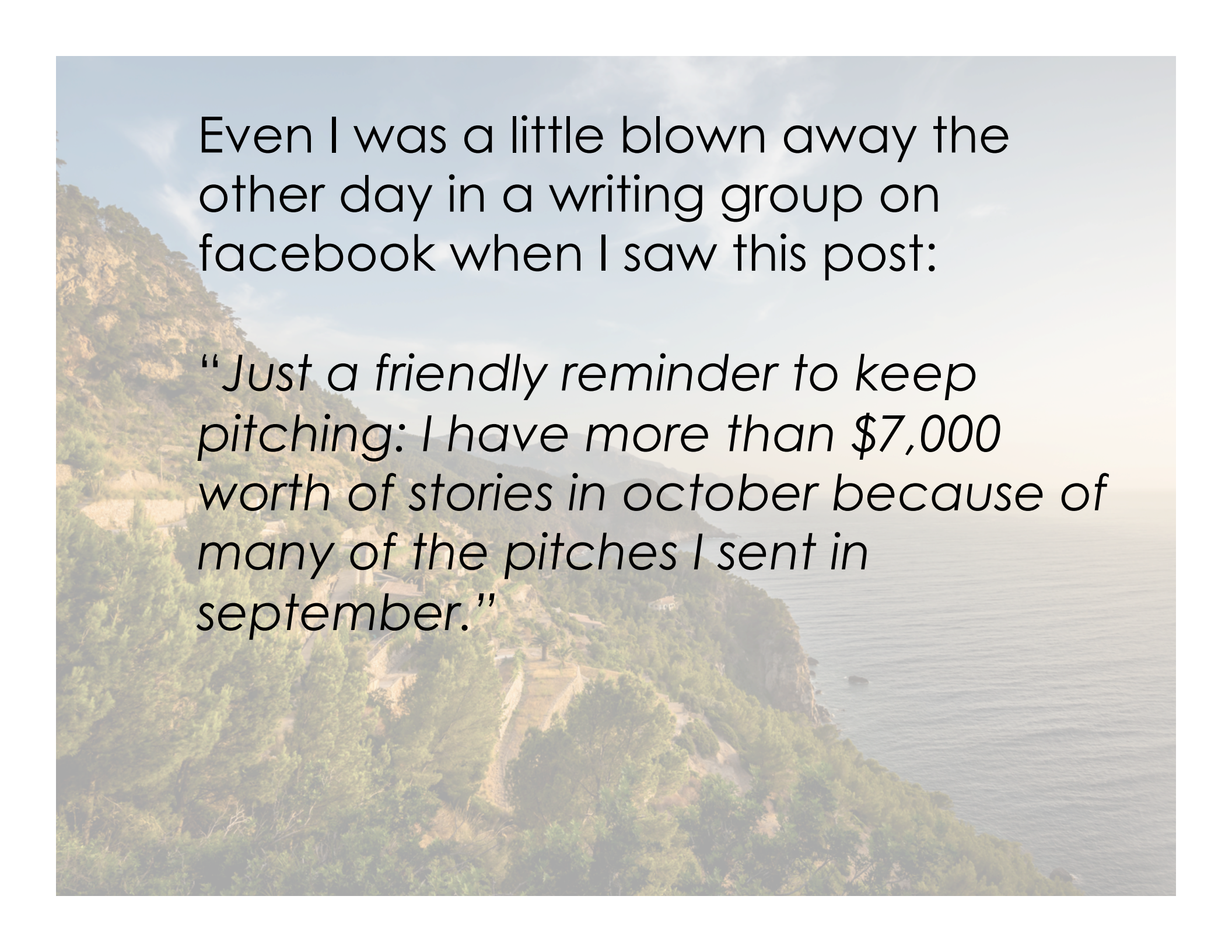
Today, we're going to
talk about...



1. How the process of pitching regularly will drastically improve your income and portfolio

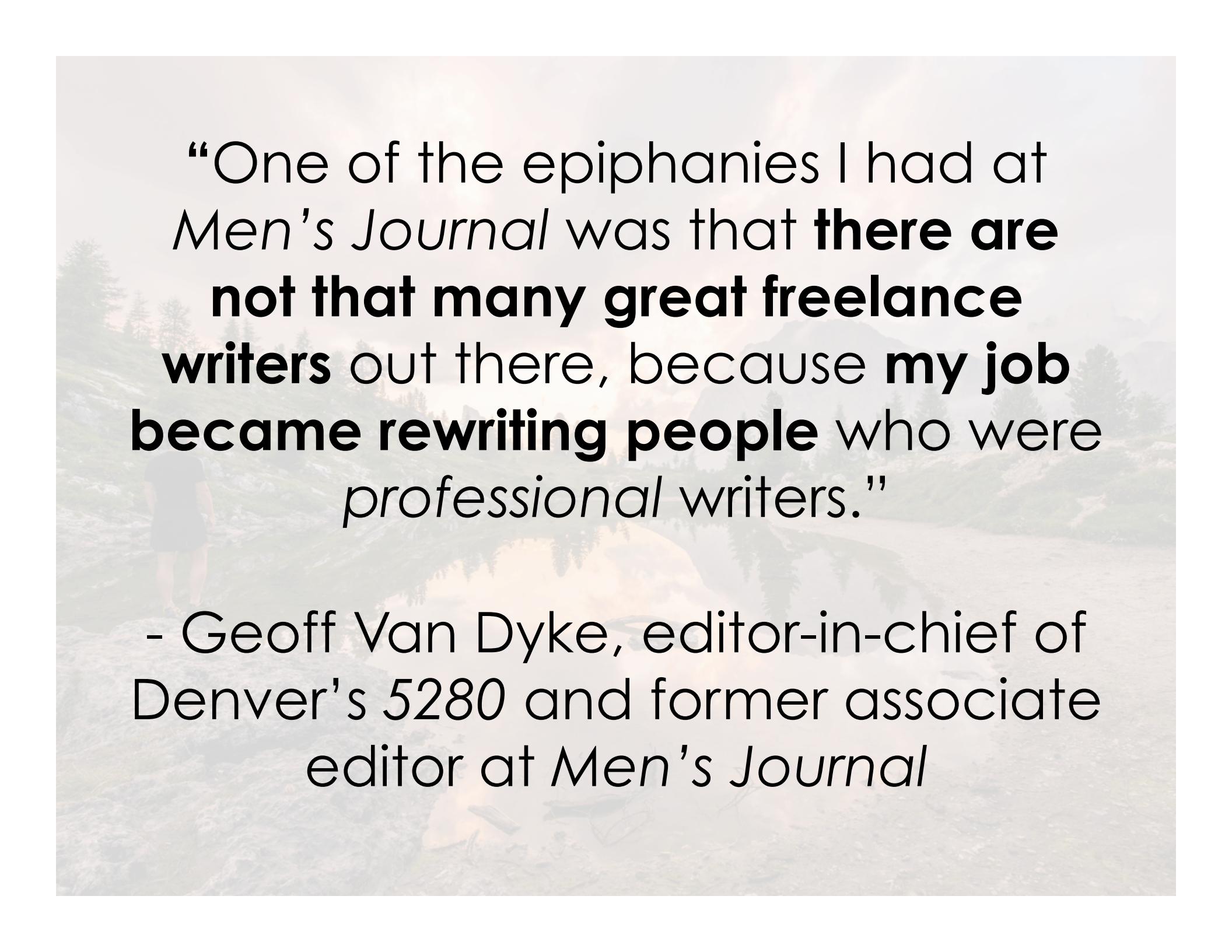
2. Why editors respond best to pitches that demonstrate a knowledge of their publication...and how you can get them to respond even if they don't like the idea you pitched

3. 5 ways to show an editor you are familiar with their publication--even if you haven't spend 10 hours reading back issues the 3 biggest reasons writing for magazines will skyrocket your travel writing income



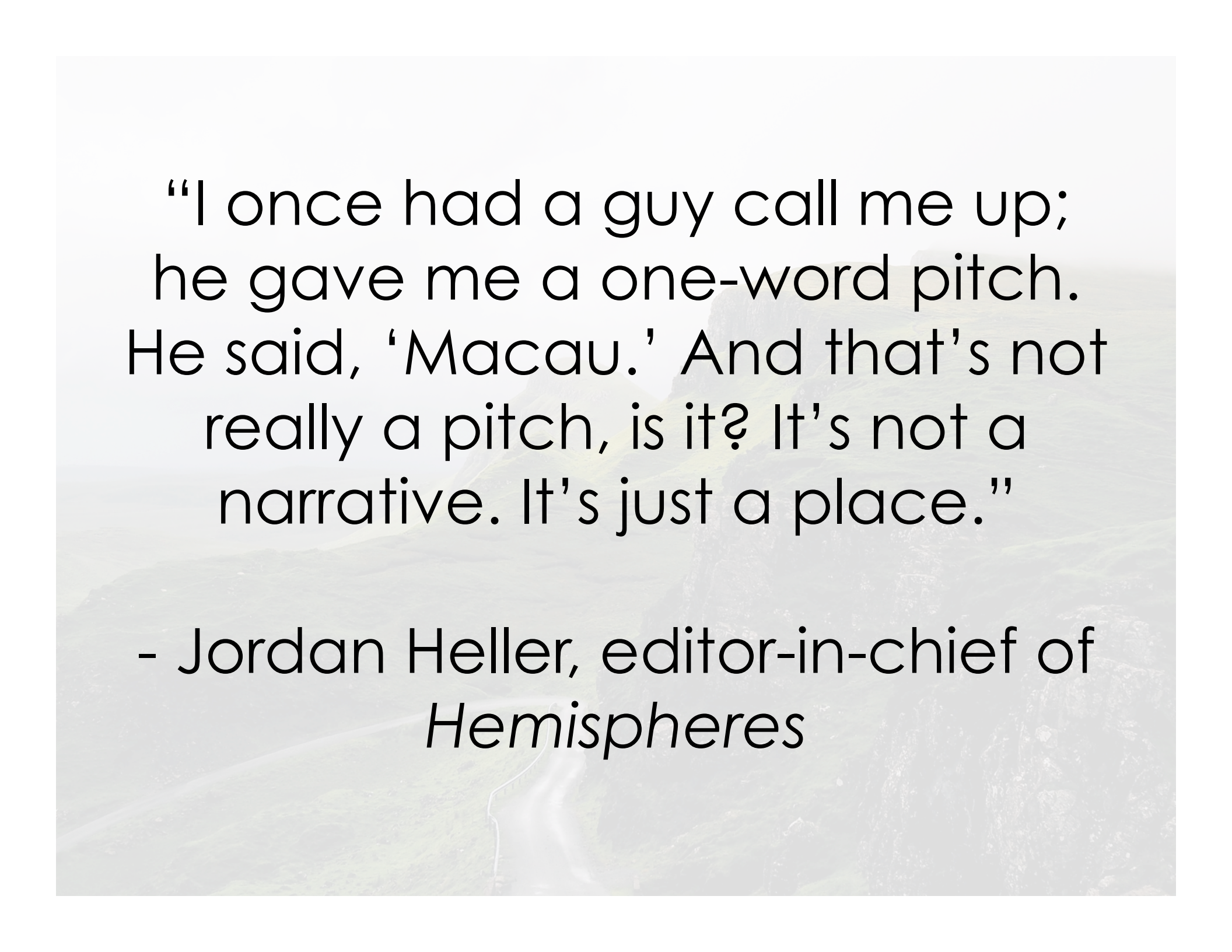
Even I was a little blown away the other day in a writing group on facebook when I saw this post:

“Just a friendly reminder to keep pitching: I have more than \$7,000 worth of stories in october because of many of the pitches I sent in september.”

A person in a dark shirt and shorts stands on a rocky path in a forest, looking out over a valley. The background shows a dense forest of evergreen trees and a valley with a river or stream. The scene is slightly hazy, suggesting a misty or overcast day.

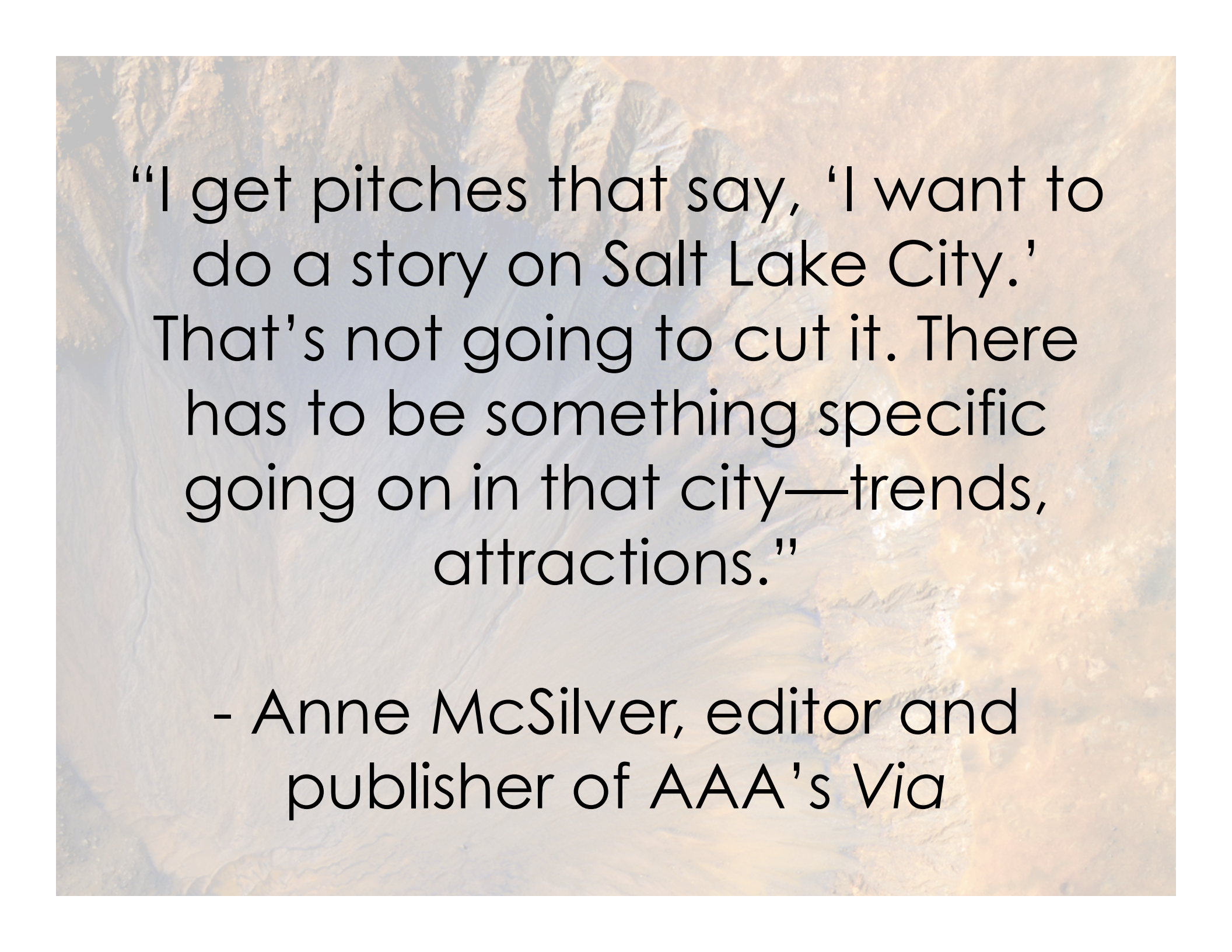
“One of the epiphanies I had at *Men’s Journal* was that **there are not that many great freelance writers** out there, because **my job became rewriting people** who were *professional writers.*”

- Geoff Van Dyke, editor-in-chief of Denver’s *5280* and former associate editor at *Men’s Journal*

An aerial photograph of a river valley, likely the Amazon, showing a large dam and surrounding green hills. The image is faded and serves as a background for the text.

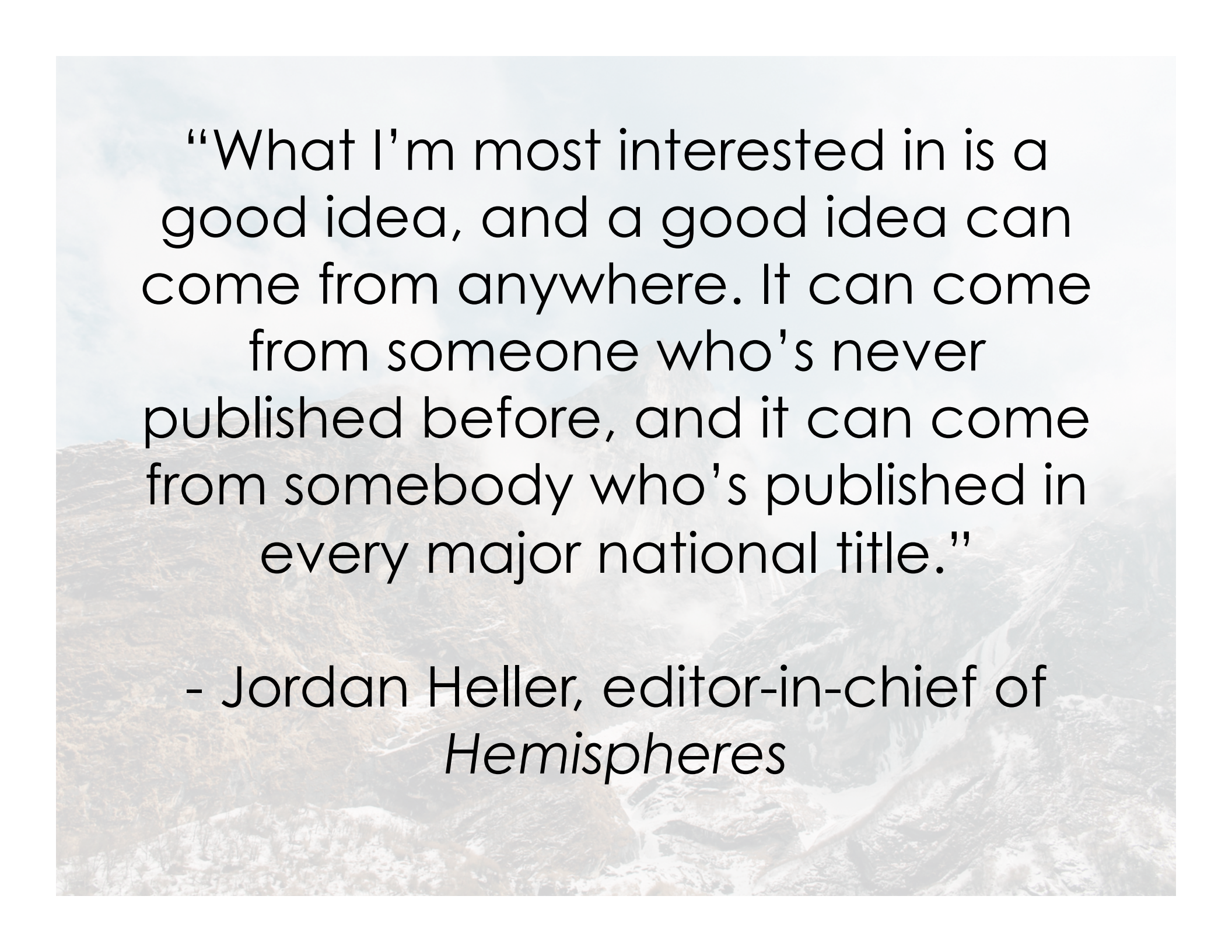
“I once had a guy call me up; he gave me a one-word pitch. He said, ‘Macau.’ And that’s not really a pitch, is it? It’s not a narrative. It’s just a place.”

- Jordan Heller, editor-in-chief of
Hemispheres

An aerial photograph of a dry, cracked riverbed in a desert landscape. The riverbed is a complex network of brown and tan channels and ridges, winding through a vast, arid plain. The background shows rolling hills and mountains under a clear sky.

“I get pitches that say, ‘I want to do a story on Salt Lake City.’ That’s not going to cut it. There has to be something specific going on in that city—trends, attractions.”

- Anne McSilver, editor and publisher of AAA’s *Via*



“What I’m most interested in is a good idea, and a good idea can come from anywhere. It can come from someone who’s never published before, and it can come from somebody who’s published in every major national title.”

- Jordan Heller, editor-in-chief of
Hemispheres

A perspective view of a metal walkway bridge with railings, extending into a dense, green forest. The bridge has a metal grating floor and is flanked by metal railings. The forest is lush with various trees and ferns, creating a vibrant green background.

LET'S

BREAK

IT DOWN

October 9, 2016 8:00 am

Time Out New York LIMITED



This New York-based custom magazine focuses on New York City arts and entertainment.

[Read more...](#)

Category: Custom, Full Entries, Lifestyle, Limited Entries, Northeastern U.S.

Tags: art, attractions, bars, books, city guide, cocktails, comedy, dance, dining, drinks, entertainment, events, family, family-friendly activities, Fashion, festivals, guide, hotels, kids, LGBT, movies, museums, New York, New York City, nightlife, promotions, restaurants, sex and dating, shopping, style, theater, tickets

October 8, 2016 8:00 am

Washingtonian LIMITED



This Washington, D.C.-based consumer magazine focuses on living, working, and playing in Washington, D.C.

[Read more...](#)

Category: Full Entries, Lifestyle, Limited Entries, Northeastern U.S.

Tags: culture, dining, doctors, entertainment, Fashion, food, guides, health, music, news, personalities, politics, profiles, real estate, restaurants, shopping, sports, technology, travel, Washington D.C.

October 7, 2016 8:01 am

Nikkei Asian Review FULL



This Tokyo-based consumer magazine focuses on business across Asia.

[Read more...](#)

Category: Asia, Business, Full Entries

Tags: arts, asia, business, China, dining, drinks, economy, food, india, japan, lifestyle, macau, manufacturing, Myanmar, Philippines, politics, Russia, science, technology, Thailand, Uzbekistan

How the Travel Magazine Database Does This All For You

June 15, 2016 9:33 am

Welcome to the Database!

Glad to see you! (or have you back!)

If you have a **limited access** membership, you can find all of the entries available to you [here](#), and if you have **full access** membership, you'll find all of the entries available to you [here](#).

Looking for something specific? Have an article idea and need to get some ideas of where it might fit? Try searching the database by category here or at the bottom of any page.

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- [Northwestern U.S.](#)
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- [Southern U.S.](#)

Magazines by Topical Area:

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📁 CATEGORIES

- Adventure
- Airline Magazines
- All Magazines
- Art and Design
- Asia
- Australia & Oceania
- Business
- Canada
- Car and Driving
- Cruising
- Custom
- Driving/Road Trips
- Ecotravel
- Europe
- Food
- Full Entries
- General Travel
- Hotel Magazines
- Indie
- Latin America
- Lifestyle
- Limited Entries
- Luxury

October 4, 2016 8:01 am

on the MOVE FULL



This Berlin-based custom magazine focuses on contemporary European travel for 18-35 year olds.

[Read more...](#)

Category: Custom, Europe, Full Entries, Hotel Magazines

Tags: Amsterdam City West, Austria, Belgium, Berlin Airport, Berlin Alexanderplatz, Berlin Main Station, Berlin Mitte Humboldthaus, books, Brussels City Center, budget travel, cocktails, Cologne City Center, culture, destinations, drink, Europe, Fashion, film, Food, Frankfurt/Main Airport, Frankfurt/Main Messe, Germany, Hamburg City Center, hostel, hotel, hybrid hotel, interviews, itineraries, lifestyle, London Hyde Park, MEININGER hotels, Munich City Center, music, Netherlands, Q&A, restaurants, Salzburg City Center, shopping, sights, tours, trends, United Kingdom, Vienna Main Station, Wien Downtown Franz, Wien Downtown Sissi

Description	Demographics	How to Pitch	Contact Info
<p>Circulation: 50,000. Circulation is throughout 16 MEININGER hotels in Amsterdam, Berlin, Brussels, Cologne, Frankfurt/Main, Hamburg, London, Munich, Salzburg, and Vienna. There are over 1.7 million overnight stays per year in the hotel and 7,000 beds in 16 hotels in 10 cities in 5 countries.</p> <p>Total readership: 300,000</p> <p>Target audience: The target audience is guests of the MEININGER hotels/hostels, of which 45% are backpackers and urban tourists, 35% are groups (such as school groups), 10% are business travelers, and 10% are families. 35% of guests are German speaking and 65% are English speaking, with a core age group of 18-35 years.</p>			

Description

Demographics

How to Pitch

Contact Info

Type of magazine: Custom

Publication frequency: Quarterly

Percentage of travel content: 90%

Language(s): English

Publisher: Vogel Corporate Media GmbH for MEININGER Shared Services GmbH.

Location of editorial: Berlin, Germany

Website: www.meininger-hotels.com

Editorial positioning: "For globetrotters, business travellers and families – Meininger Hotels provides a real home to our guests of the world. Meininger combines the best features of hotel and hostel alike, and offers a comfortable and cheap hotel experience – perfect for urban travelling. The magazine "on the MOVE" in English and the various cross-media marketing formats such as content advertising, TV, bundled ambience marketing, and social media are all part of Meininger's unique environment for an effective and contemporary communication of your brand and product."

Read online: www.meininger-hotels.com/de/news/meininger-magazin-on-the-move/on-the-move-07.

Description	Demographics	How to Pitch	Contact Info
<p>Phone: +49 (0)30 89 04 81 222</p> <p>Email format: firstname.lastname@vogel-corporatemedia.de</p> <p>Size of editorial staff: Medium</p> <p>Editors:</p> <ul style="list-style-type: none">• Editorial Management: Christiane Maurer• Editorial management: Maxi Beigang• Editorial Management: Tanja Lemke• Editor in Chief: Matthias Bauer			

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.

5 THINGS TO INCORPORATE INTO YOUR PITCHES

- headline style
- correct type of lead
- name of department
- things pubbed there before
- advanced trick: look at the writer bios on contributor page and copy



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.