



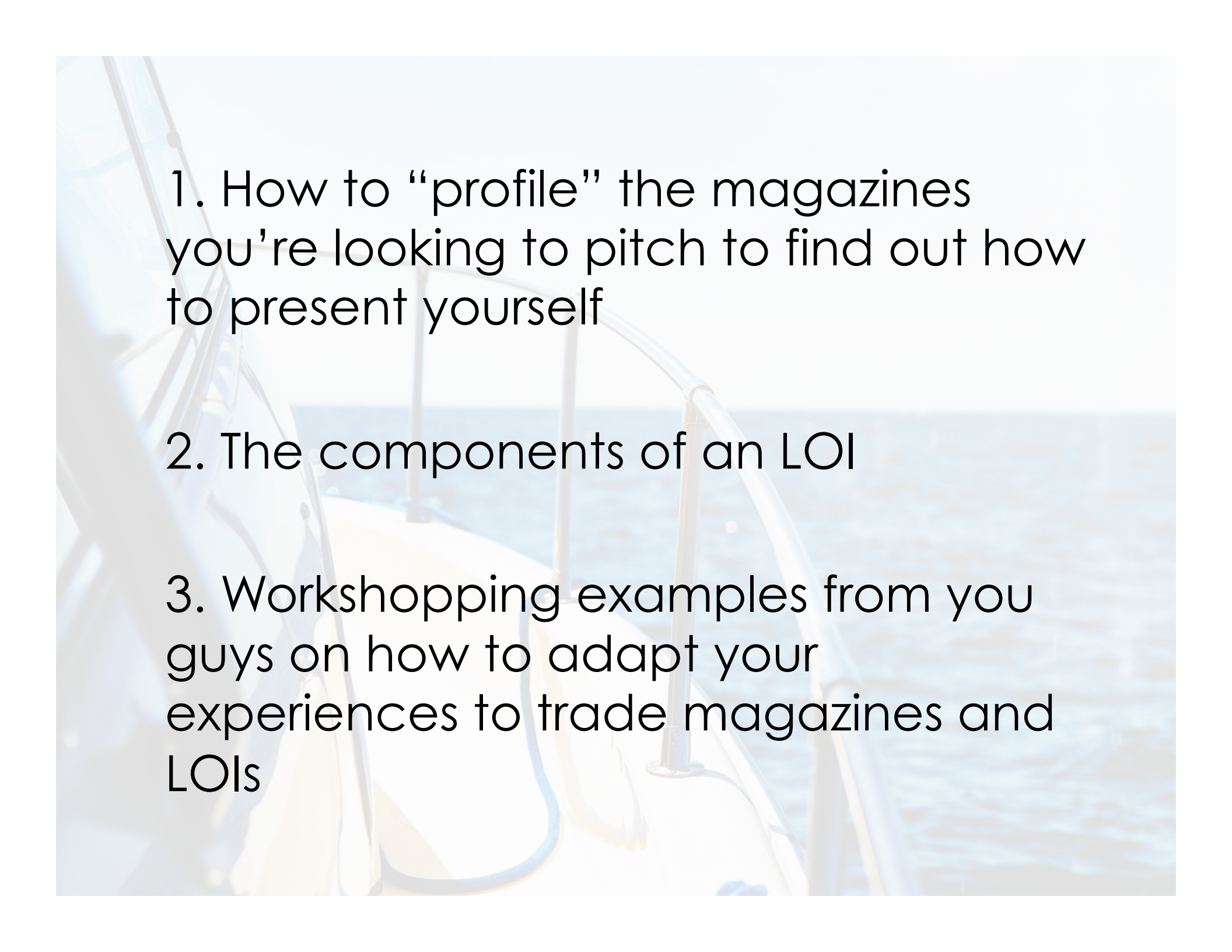
*Dream of
Travel Writing*

How to Write a Letter of Introduction--The Pitch Equivalent for Trade Magazines

by Gabi Logan, founder of Dream of Travel Writing

A photograph of four people standing on a hillside, silhouetted against a bright, hazy sunset. The sun is low on the horizon, creating a strong glow and lens flare. The background shows a cityscape with buildings and hills under a clear sky. The overall mood is peaceful and contemplative.

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



1. How to “profile” the magazines you’re looking to pitch to find out how to present yourself


2. The components of an LOI

3. Workshopping examples from you guys on how to adapt your experiences to trade magazines and LOIs

Before we get this train moving...

Let's back it up. What is the deal with trade magazines again?



A top-down view of a person sitting at a wooden table. The person is wearing a blue and white striped shirt and is holding a white mug of coffee in their left hand. In front of them is a bowl of cereal with milk and various toppings. To the right, they are holding an open magazine. The magazine's cover features a photograph of a bouquet of flowers and the headline "SPLENDOR IN THE GRA". The background is a light-colored wooden surface.

Travel trade magazines
are a much more stable
income stream than
consumer magazines



The main reason?

They pitch you.

****mind blown****

A hand holding a globe over a world map background. The globe is held in the center, and the hand is visible from the bottom. The background is a light-colored world map with various countries and continents visible. The text is overlaid on the globe and hand.

What kind of travel
trade magazines are
out there?

Main Subdivisions

1. Tour operators
2. Travel agents
3. General industry
4. Hotel professionals
5. Meeting planners
6. Hospitality industry

For Tour Leaders

Bus Tours Magazine
Family Reunions
Going on Faith
Group Leisure Magazine
Group Tour Magazine
Group Travel Leader
Group Travel Organiser Magazine
Group Travel World
Groups Today Magazine
Itineraries Midwest
Leisure Group Travel
Religious Travel
Select Travel
Specialty Travel Index
Sports Events
Student Travel Magazine

For Travel Agents

Agent@Home Magazine
Cruise Industry News
Destination UK
GSA Travel Magazine

Hungarian Traveller Magazine
Irish Travel Trade News Magazine
Jax Fax Travel Marketing Magazine
Luxury Travel Advisor
PAX News (UK)
Travel Agent Magazine
Travel Bulletin (UK)
Travel Daily (Australia)
Travel Talk Media (Australia)
Travel Trade Cyprus
Travel Trade Europe
Travel Trade Gaz
Travel Trade MENA
Travel Trade Russia
Travel Travel Luxury
Travel Trend News China
Travel Weekly
TravelAge West
TravelPress (Canadian)
TTG (UK)
TTG Asia
TTG Mena
Vacation Agent Magazine


For Hotel Professionals

Global Hotel Magazine
Hospitality Magazine
Hospitality Technology
Hospitality Today
Hotel Business Review
Hotel Design Magazine
Hotel F&B Magazine
Hotel Owner Magazine
Hotelier
HOTELS Magazine
Lodging Magazine
Luxury Hoteliers
Western Hotelier Magazine

For Meeting Planners

Association Conventions & Facilities
Association Meetings
Business Travel News
California Meetings + Events
CIM Magazine
Collaborate
Colorado Meetings + Events
Conference and Meetings World
Corporate & Executive Travel

Meetings Focus
Meetings International
Michigan Meetings + Events
Midwest Meetings
MIM Europe
Minnesota Meetings + Events
Mountain Meetings
New Jersey Meetings + Events
Northwest Meetings + Events
One+
Pennsylvania Meetings + Events
Physicians Travel and Meeting Guide
Prevue Meetings
Religious Conference Manager
Reunions Magazine
Small Market Meetings
Smart Meetings
Special Events Magazine
Successful Meetings
Texas Meetings + Events
The Meeting Professional

A background image of a desert landscape. In the foreground, there are low, scrubby bushes. In the middle ground, a person is riding a horse across a sandy area. In the background, there are rolling hills and mountains under a clear sky.

Now, how do we get
the lay of the land
before we start our LOI?

Let's hit the magazines

LOI Structure

1. “Warming mechanism”
2. Your biggest, baddest writing experience
3. Your trade/industry experience
4. Your personal experience
5. Your best professional features (how you will make their life easier)
6. Looking for pitches for any sections?



Some real-life
examples from you!

I have several years of experience in the event and meeting planning industry as well as that of Director of Philanthropy. I'm interested in knowing more of how I can use that skill set to write for Travel Trades. I recently wrote an article for my community newsletter profiling two couples who love RVing. That would be the extent of my article writing. Based on your webinar, I feel comfortable that this would be a good fit for me.

I would love to write for travel trades and would also enjoy doing some of the interview type articles. I believe that I have some strengths that would fit well with those publications including the following:

- I am used to writing and submitting articles ahead of deadlines as a general rule (have been published in The Teaching Home print only monthly magazine, Christian Woman print only bimonthly magazine, Power for Today print only quarterly magazine, and my graduate research project was published, online in an educators' association yearly publication).
- I am used to submitting articles on the topics as scheduled on an editorial calendar (as in the first two publications shown above).
- I am a certified English teacher and thus usually have little need for editors to spend their valuable time in performing any heavy grammar, spelling, etc. corrections.
- I have plenty of free time and am willing to travel on assignment.
- I am also a photographer with editing software knowledge that would complement the written material found in trades.
- I have always loved traveling whether alone, with my Air Force father, with my Air Force husband, and/or with my two daughters as they grew up.

I am this hybrid, active tour and travel business expert and writer/blogger. This fuels my combined interest to receive a steady income stream now and to be active in my own industry as I build my 2.0 travel business. And I tailored recent blog posts to show samples of interviews, latest trends, app technology and of course regional information from recent trips.

Please feel free to use me as a sample letter of introduction to travel trade magazines - travel agents, tour companies, travel technology, hotels.

The Icing on the Cake

- Make sure you don't sound like a PR or a normal industry person
- Experience in the subject line
- Relevant samples in the same industry
- If you're available last-minute

A photograph of a cornfield with a straw hat and a plaid shirt resting on a stalk of corn in the center. The image is semi-transparent, allowing the text to be clearly visible over it.

To LOI or not to LOI?

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.

