



*Dream of  
Travel Writing*

# The Magazine Landscape: Where All the Assignments are Hiding

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. The literal magazine landscape:  
where magazines live and how they  
reach people

2. Five specific types of magazines  
looking for travel content you're  
missing

3. Three ways to find new magazines  
to pitch every day



**Before we get this train moving...**

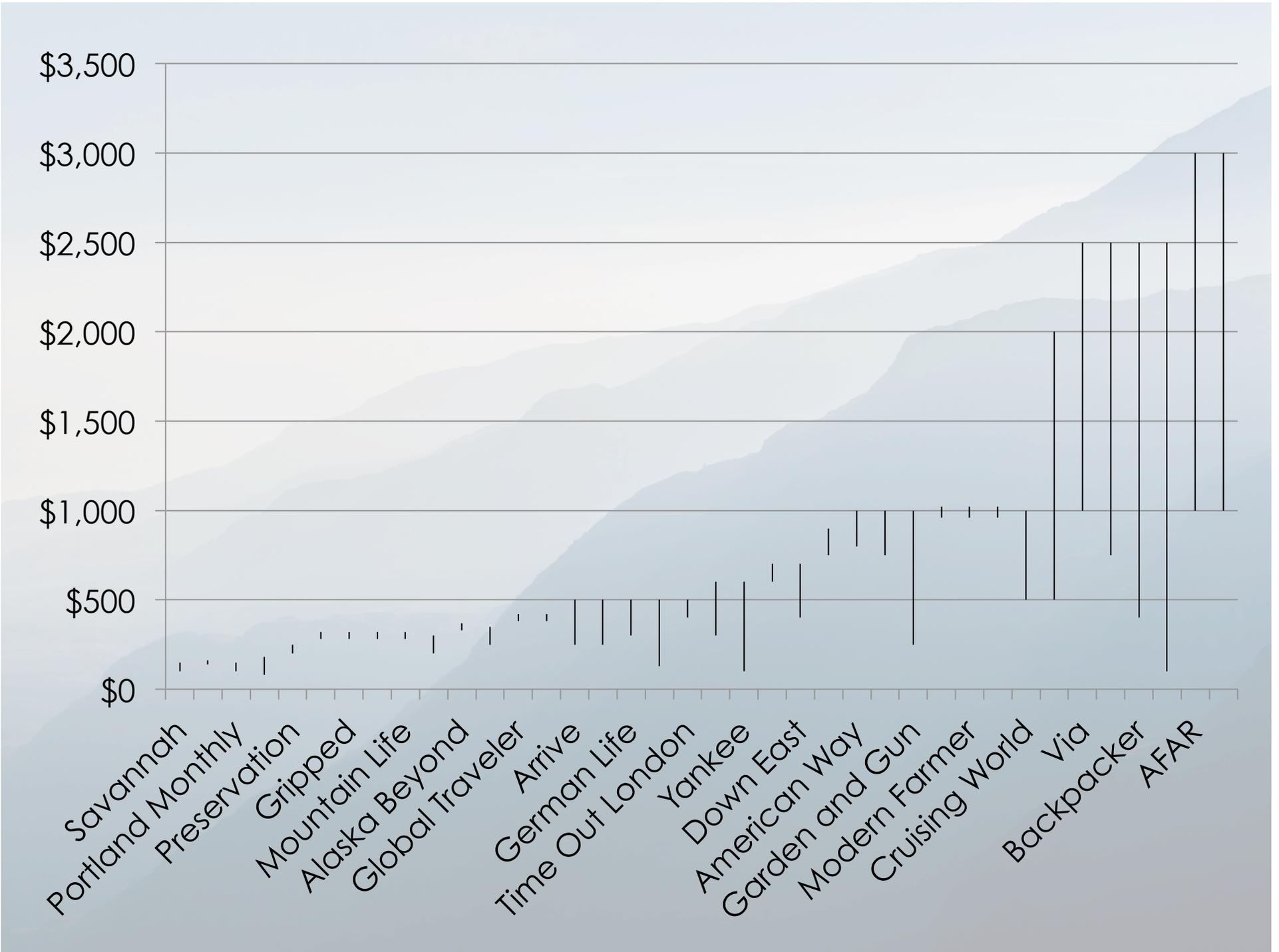
**Let's talk about magazine pay.**

**(Because I know that's a big part of  
why you want to find new  
magazines!)**

Quick show of hands  
(chat messages)...

What do you think pays better?

- niche **travel trade** magazine
- niche **consumer** magazine
- general **travel trade** magazine
- general **consumer** magazine
- **custom** magazine



**Neurological research on image and text recognition shows that magazines pack bigger bang for buck for advertisers than any other media.**

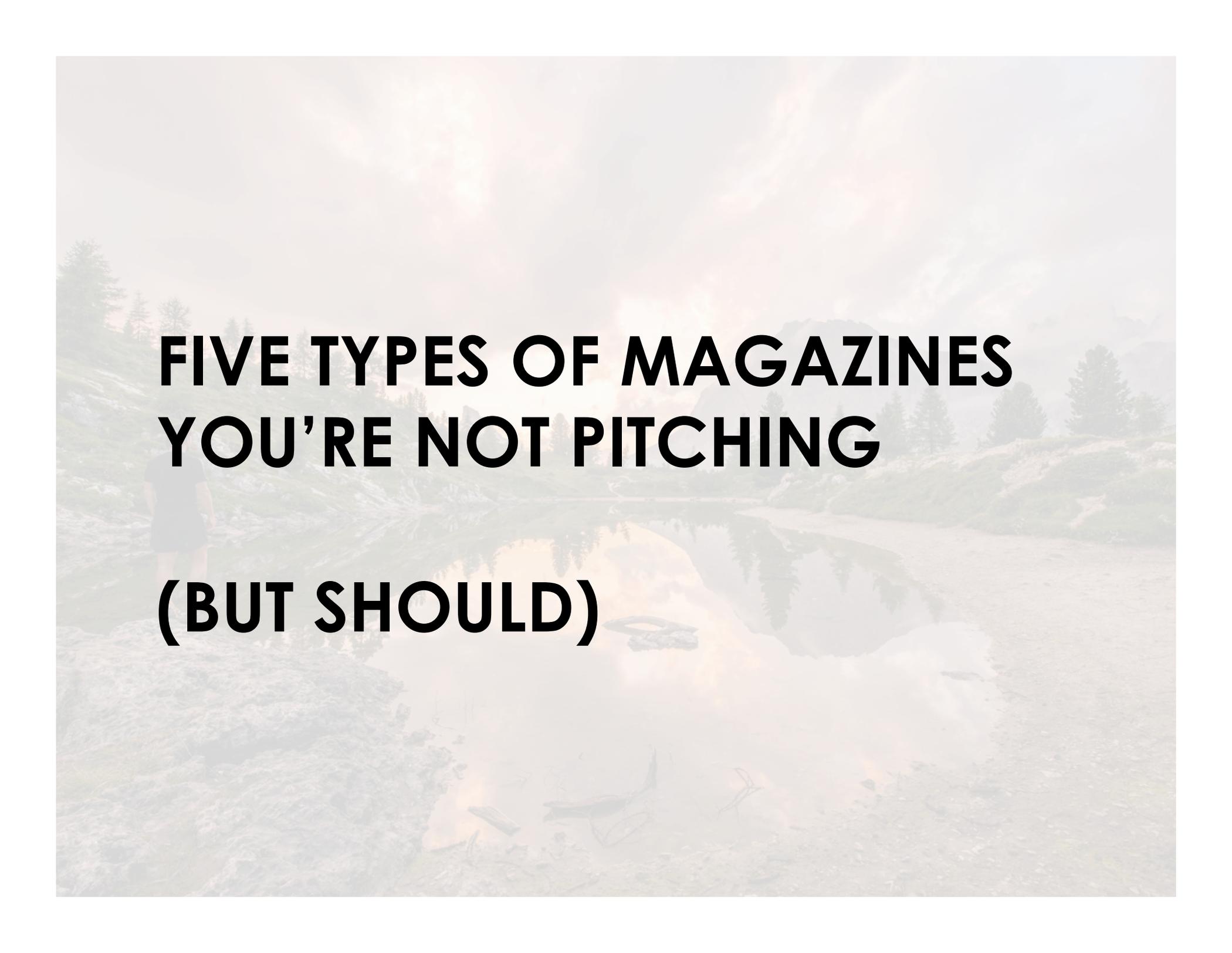
**- American Magazine  
Media Conference keynote**





# Magazines Have Changed How They Reach People

1. Focus on hyper niche markets
2. Companies produce multiple magazines in diverse markets
3. Magazines with a focus on storytelling operate as a collector market

A scenic landscape featuring a river flowing through a valley. In the background, there are mountains and a forest of evergreen trees. A person is standing on the left bank of the river, looking towards the water. The sky is filled with soft, white clouds, and the overall atmosphere is peaceful and natural.

**FIVE TYPES OF MAGAZINES  
YOU'RE NOT PITCHING  
(BUT SHOULD)**

# Lounge and High Net Worth Magazines

- Private airline custom magazines like PrivatAir
- Airline lounge only magazines like Elite Traveler
- Automatically distributed magazines like the Modern Luxury brand

# Association Magazines

- Affiliate groups
  - Ambassador and Italian America
- Paid associations
  - AAA titles
    - Via
    - Live | Play | AAA
    - Car&Travel
- Professional Associations
  - American Architects Association
  - Pizza Today

# Travel Trade Adjacent Magazines

- Classic travel trades, like Travel Age West
- Niche travel trades
  - Bus Tours Magazine
  - Leisure Group Travel
  - Student Travel Magazine
- Super niches or travel adjacent
  - Hotel Business Review
  - Insurance & Financial Meetings
  - Religious Conference Magager
  - Hospitality Technology
  - Hotel Owner Magazine

# English-language Magazines in Non-native English-speaking Markets

- Indonesia Tattler
- Conde Nast Traveller India
- Action Asia
- Don't forget U.K./U.S./Australian editions of magazines published in other countries

# Specialty Custom Magazines

- Car owner magazines
  - Mercedes Benz
  - Acura
  - Lexus
- Cruise company
  - Cunard
  - Norwegian
  - Almost all through PPI group
- Hotels
  - Auberge Food of Place
  - Ritz Carlton
  - Marriott Destino (geo specific)



**THREE PLACES TO LOOK FOR  
A NEVER-ENDING STREAM OF  
NEW MAGAZINES TO PITCH**

A photograph of a metal walkway or bridge leading through a dense forest. The walkway is made of metal grating and has metal railings on both sides. It curves slightly to the right and leads into a thick forest of tall trees with green foliage. The lighting is soft, suggesting a shaded forest environment.

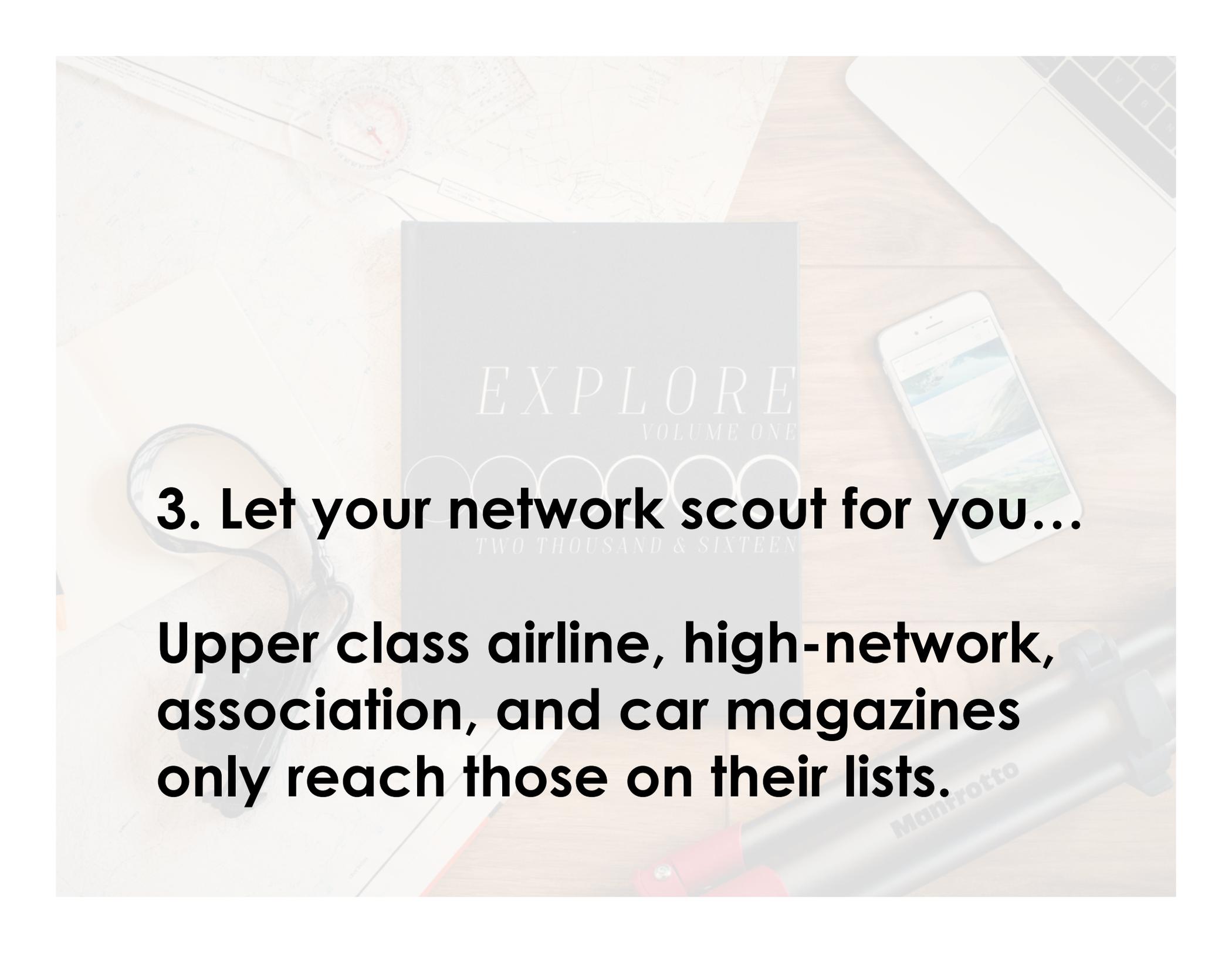
**1. Play follow the leader with magazine companies...**

**One title also inevitably leads to three...if not dozens more**



**2. Once you've found a magazine...follow the writers**

**Check the writing portfolios of the writer's featured in the magazine to see where else they've written**

A top-down view of a wooden desk. In the upper left, there is a map with a compass rose. To the right, a portion of a silver laptop is visible. In the center, a smartphone displays a landscape photo. To the left of the phone, a pair of glasses is resting on the desk. In the lower right, a telescope with a red handle and the brand name 'Manfrotto' is partially visible. A dark grey book cover is centered on the desk, featuring the text 'EXPLORE VOLUME ONE' and 'TWO THOUSAND & SIXTEEN' in a light, serif font.

### **3. Let your network scout for you...**

**Upper class airline, high-network, association, and car magazines only reach those on their lists.**

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](mailto:questions@dreamoftravelwriting.com).

