



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

Hello everybody. Today we're going to be talking about the magazine landscape. Where all of assignments are hiding. Today we're going to talk about is the literal magazine landscape.

Where can you even buy magazines these days. Like I said, it's sort of changing. A lot of magazines are available online and I'm going to share some interesting facts that I learned at the American Magazine Media Conference recently about that. And also, how the magazine industry has changed around visual content and how that can present more opportunities for you. And then we're going to look at five different types of magazines, that you might not be considering, that are looking for travel article content. And often these can pay quite well and have less back and forth, less editorial indecision like you might have at a larger magazine. If any of you have written at large magazines, and we've talked about it before... Often when you're writing for these large glossies, you get in this case where you're talking to one editor who gave you the article and you're working on it with them. And then you'll go to another editor and that editor will have a completely different idea for the article. And you'll have to rewrite it. And then it will go to the editor in chief and they'll have a different idea for the shape of the article and you'll have to rewrite it again.

In those cases, even though those can be really great to have, they can be really bad for your hourly rate because of all the back and forth involved. So I'm going to talk about five different types of magazines where that is not going to be the case and where they also have high hourly, high pay rates in the first place.

And then we're going to talk about three ways to find new magazines. They are super simple, that you can do yourself. So you can have a new title coming in everyday. And when I pitch a magazine I'm not saying only the magazine database, I'm going to show you three different ways to have new magazines coming into your life.

Before we start talking about the different magazines, I want to talk a little bit about magazine pay. Because that's really why we all want to get more articles assigned, right? I was thinking earlier about a conversation I had with a gentleman in London last year, that I know I brought up during the "How to Break Your Trips into the Maximum Number of Magazine Articles" webinar. And he had said to me, and I went and looked up the quote because I wanted to make sure I had it right, On a 1-3 day trip, he can break that into 10 articles. Or rather, 10 sold article assignments. And I think for a lot of us that are struggling to get our first clip or to break out of the \$25-\$50 online market or just not getting a lot of magazine or article pitches, this sounds like a really impressive number.



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

The thing is that when you really break down the types and the quantities of articles you need to be selling in order to make a living as a travel writer, that's kind of what you need to do. And I remember when I first was starting to work as a freelance travel writer. I was on, I guess a webinar on the Freelance Writer's Den, which is a more general website for freelance writing and there was a guy in there that did a webinar on travel writing and he Bob Howells. And the interesting and sad takeaway that I got from that webinar as that if you want to make money as a travel writer, you can't travel, because when you're traveling, you're not at your desk and you're not writing. And so his kind of setup was to spend the least time possible traveling and the most time writing.

I personally prefer the opposite: to travel all the time and work essentially part-time. But what I took away from that is that you can't go on a trip and sell one article, one big article. Even if it's a feature. Because the pure time you're spending away from your desk just doesn't add up. Say for instance you want to earn \$40000 as a travel writer. That breaks down to about \$800 per week and \$160 per day. Which means that if you are on a three day trip including travel, that's going to be \$480 that you couldn't have earned because you didn't have time to write. So if you look right off the bat if you're just selling one feature and a few blog posts, you're barely even covering the time, the sort of comp time where you're not doing other writing work. And so, to go back to this gentleman that I was talking about that says he can do 10 articles from a 1-3 day trip, you know if you look at it like that, if they are \$300 feature assignments or \$300 shorts, now you're getting \$3000 of content out of a three day trip. That's really the type of number we want to be aiming for.

This whole time that we're talking about pitching for different types of magazines and what is the breadth of the magazine landscape, I really want to talk about getting more work for the trips that you're already going on. How does that translate into pay? So, in the chat box over here, as I'm talking about the different types of magazines, just chime in with which of these magazine types you think the pay is best. So as we go over these three different types of magazines.

Consumer magazines are probably the best known ones. These are the ones you're going to see when you go to a bookstore or a doctor's office. These are the typical magazines that you are able to buy, like Conde Nast Traveler, Travel + Leisure, Midwest Living, Denver's 5280, LA Magazine, all these kinds of things. So that's a plain, old consumer magazine. But there's also the niche consumer magazines like Horhel Cruise, which is for cruising, going on cruises. Cruising World which is actually for sailing, curiously. There's Food + Travel and all sorts of food travel related ones. There's even specific ones for types of food. There's Taste of Italia which is an Italian food and travel in magazine.



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

That's on the consumer side. But then there's also the same general and niche side for trade magazines. And what trade magazines are, these are those that you couldn't buy, even if you tried. They go on a very specific circulation for people who work in a particular industry. So general travel trade magazines there's the group called QuestEx that produces a lot of these that you might have heard of like Travel Trade West and they've got several online, but they've got about 20 different magazines that are general travel trade magazines. Just Travel Weekly, things like that. So, Skipped, if you're familiar with Skipped these days. It's a bit of a travel trade publication.

There's also niche travel trade. So there's one for meeting planners or hotel owners or people who do IT in hotels. So that's a very specific area in travel trade as well. And, as I said, because travel trade magazines are going out specifically to people who work in a certain industry, the reason that you can't get them is that the way travel trade magazines make their money is they promise advertisers a certain number of eyeballs, which probably isn't large, it can be in the 4-5 digits, but they're all people who are spending a lot of money. So the niche travel magazines, like I said, might not have as much of a reach, but for advertisers, they pack a bigger punch.

And the last one I've got on here is custom magazines. So custom magazines are the ones, the ones we're most familiar with are these in-flight magazines. You know Atmospheres from United, American Way from American, Sky from Delta. And there's a whole world of custom magazines. And I'll talk a little bit more about that later... Which do you think pays best? Niche travel trade, niche consumer, general travel trade, general consumer or the custom magazine? Okay, I've got some very good writer's answers. So the first one was, "Niche trade for sure." And we've also got one for consumer. Custom magazines, niche magazines. Great. So, I'm going to go to the next slide...

This is a graph I have used in other webinars, so some of you may have seen it. So this is, of course, a selection. I'm not showing every magazine that exists or necessarily a specific slice of the world. I've got a bit of American writing, I've got a couple other ones, but largely American. And the scale here is the amount of money you'll get per 1000 words of text. So of course not every article is paid in 1000 words, you might get a 100, 200, 300 article. But, to sort of even it out, this is per 1000 words. This shows the base rate that the magazine will pay up to the top rate they would pay. So, you'll see on the far left here, we've got some newsstand magazines, so consumer magazines, that are again, a bit niche. So Savannah and Portland Monthly are both niche in terms of geography, but they're newsstand magazines. And then on the far right, we've got magazines that are also newsstand, but also niche. So AFAR is experiential travel and Backpacker is sort of very outdoors, off-the-beaten-path travel.



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

It's interesting to look at this because on both sides of the spectrum, we've got niche consumer magazines. And so, it seems like pay doesn't necessarily correlate to those five types of magazines that I showed you when you're looking at this graph. And I would say that's definitely something that is true, but it's hard to know just by the type of magazine, how much they pay. So this is important to remember because you might get into this trap where you go, "I don't want to pitch the niche magazines or the regional magazines because they're not going to pay as much as the major magazines like AFAR or Conde Nast Traveler."

The thing is, that is not always the case. So if we look at the ones that come before Backpacker we've got Via. And if you're not familiar with Via, that is from AAA, the car insurance association. And we're going to talk more about association magazines later. But that's not just an association magazine, it's also geographically specific. But they've got pay rates are up there with these newsstand magazines. And then after that, we have two hyper-niche magazines: Cruising World, which is about sailing, and Modern Farmer which is about small family farms. And then going down from there we have some other magazines that are sort of large: Garden and Gun and American Way. But again, we've got Garden and Gun which is a regional magazine that is about the South and American Way is a custom airline magazine. It's really tempting to cut yourself out from a whole sector of the magazine landscape, but it really varies from magazine to magazine.

Recently, we had somebody sign up for the Travel Magazine Database, and he was telling me "Oh, well this magazine doesn't use freelancers," or something like that, I don't think it pays freelancers on features. And maybe it's because it's a Middle Eastern magazine. There's not a lot of English language pieces because it's based in the Middle East. And my first thought was, it's a really beautiful, glossy magazine so if you were to just look at their publication, would you think that they don't pay writers, probably not. And so what that means is that if you are a freelancer who is really looking at boosting your income by having more magazine articles for each trip, then that might not be the fit for you. But, conversely, if you're looking to get more assignments for each trip, so that you have a guaranteed spot on a press trip, then a magazine like that might work well for you.

When we start looking at broadening our magazine landscape in terms of what we personally have in our portfolio, to have more income, it can also be useful in a pinch if you really need to get on a trip, to know about these magazines that perhaps don't pay or don't pay that much. Because they can help you make sure you have enough assignments.



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

A super interesting fact from the American Magazine Media Conference: right now we're in this era of fake news, I'm not going to dive off into politics, but consumers are becoming increasingly aware of the type of news they are consuming and the validity of its source, more so than any era before. Not just in the US, but around the world. And in the last year or so, and what that means is that a lot of the major magazines are companies that perhaps 5-7 years ago were really worried about losing ground online to new upstarts, have stopped worrying because their brand really carries a lot of weight.

On the one hand this means that you can say they are investing more in visual content, but that's not always the case. Often they are taking the content in their print magazine and repackaging it. It's certainly true that a lot of the bigger magazines DO have digital-only content. I always mention that Men's Journal runs 8-12 travel pieces online monthly on their website, Conde Nast has a lot of pieces that go up on their newsletter that's online. Travel + Leisure has these great slide-shows that they pay \$1000 a pop. AFAR is really working on their Wayfarer blog. so a lot of the larger magazines do commission things especially for their website, but a lot of magazine are reusing things that they're presenting online in different ways as well.

In this era of big news that we're in, the really great thing for us writers is that the places are more likely to pay us a good wage are starting to get more of those ad dollars back. They're starting to become more attractive for advertisers. And something else that they said at the conference was that, and I'm not sure that this is true, so that's why I'm attributing it, is that National Geographic is the biggest brand (in terms of user-followers) on Facebook, Twitter and InstaGram. Not just brand in terms of type of magazine, but just the biggest name out there. And so I think that's really a great thing for us in terms of finding these different places to write because I think that a lot of folks have gravitated toward things online, not just the big magazines, but online in terms of new online magazines and blogs to find places for our work. But these magazines are really starting to invest a lot in their online content and their print content as well, so that's going to trickle down to us.

Another factor of the current magazine landscape is that magazines, not just have changed how they reach people in terms of online, but the new magazines that are starting have really changed. So somebody earlier thought that niche trade magazines were the biggest game in town in terms of pay. And niche magazines are for sure the biggest growth market. So in terms of new magazines that are opening up every day, I can't even tell you... whether it's regional bridal magazines, or regional type magazines that offer 12 or more different titles all around the country.



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

What this means is that the advertisers that pay for print (which trickles down to us writers) are still interested in paying for ads for these things. So magazines like these niche trade areas are very interested in serving those small markets and so, these might be luxury wedding in different parts of the country, but they might also be esoteric things, like I was mentioning Cruising World which is a newsstand sailing magazine, but there are a lot of different water sports magazines. I think there's like 12-14. So everything that you can think of as a topic has a great number of magazines, print magazines, in the US, but even more around the world that serve it. So if you're thinking, "Oh, I have an article about tea. I have an article about water-skiing. I have an article about kayaking." There's probably not just one magazine that focuses on that thing. You have a lot of opportunities to place that article not just in magazines that serve that niche.

The other thing that I alluded to earlier is that companies are producing multiple magazines in various markets. So this works both ways. Companies are producing more magazines on a specific topic in different geographic areas and companies are producing magazines that might be trade and they might be custom for a lot of different markets. So Inc. which is the company that produces a lot of the airline magazines, they have probably 4 new titles that have come on just this year alone. And Amtrak's magazine Arrive has been redone and it's now called The National and it's done by Inc. as well. And so a lot of companies on the hospitality side, whether it's airlines or hotels, or things like that, are turning to these content companies that produce magazines to produce magazines for them as well. So for instance Inc. Magazines now has airline magazines not just for the Hemisphere of United and American Way of American, but they also do really beautiful and very long magazines for low-cost carriers all over Europe. The type that you would be surprised that they even have a magazine, but it's really meaty and quite long.

The other thing that is changing a lot is that magazines that have really focused on storytelling have really gotten away from that type of content. And this is an interesting change, because there's a whole slew, about 5 years ago, there's Overnight Press, Wild Junket, there's some different online magazines that all started up right around the same time. And it's a tough business model to have a digital only magazine that functions like a normal magazine. So then what's happened is there was this whole new wave of indie or independently published magazines that make beautiful, stunning print versions that are really almost like books or collectibles that you can't read the stories online at all.

There are a bunch of those in the Travel Magazine Database... off the top of my head, there's an Australian magazine about travel, but there's Avant, there's Gourmet Traveler, there's Fine Drinking out of Greece. There's Alpine Modern. There's just so many of the beautifully done magazines for niche markets. There's two around cycling. One called Peloton and one that's



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

called Ride Journal. I think they're both annual, but they're both just beautiful. And the thing about those is that they might not have the best budget for writers, but sometimes they might. And even some of the more established ones that come out monthly. Or ones that are very posh. So there's this one called eNest which comes out of the UK and it has a really hilarious description. It says, "For discerning people who might like to whittle." That's the type of magazine that has a budget because it's been backed by somebody.

Sometimes they don't have a budget, but they're always going to be beautiful, beautiful books. And so particularly if you have gone on a trip and you have a story and it's really great for the story itself and the people and how they belong and you're having trouble finding a home for it, these magazines can be, I don't want to say final resting place in a negative way, but a great place to finally get the right fit for those sort of things.

So I just have one more question over here before the next slide.

Kimberley has asked, "How do you pitch these magazines? Is it an LOI or a normal pitch?"

Of all the magazines I have mentioned just now, you're going to pitch all of them like a normal magazine. Letters Of Introduction or LOI are essentially the same type of thing you would use if you were applying for a job online. You're saying here's who I am, here's what my experience is, would you like to work with me? So, letters of introduction are primarily used for trade magazines. And not all trade magazines use them. I was just reviewing with someone over the weekend, a magazine called Plate, which is a trade magazine for chefs. And it's got a lot of really basic types of content, basic features around 1500 words, 3-5 interviews and they're very formulaic and easy to write about trends and topics in the restaurant world. And so we were looking up how you get into that magazine and that one you actually reach with a pitch. So with some trade magazines it's going to be the letter of introduction and those are the ones that adhere very closely to the editorial calendar.

If you look at a trade magazine and it's editorial calendar has mapped out the idea for every single article in every single issue, that means that you need to approach it with a letter of introduction. But, if you see a trade magazine with more of a loose sort of calendar where they say let's do ___ and maybe they have topics, a couple features and the recurring columns. Those are going to be the ones that you need to pitch.

Alright, let's go ahead.



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

I want to talk about five types of magazines that you're not pitching, but should. And again, if at any point you have a question, or wonder what magazine I mentioned, or want me to talk about it more, just throw it over here in the chat box. So, I sort of alluded to these when I was talking about modern luxury:

One of the magazine areas that I think is most useful for travel writers that people neglect are these luxury titles that you just can't find. So these are the type of magazine that are found for free for people who are in airline lounges or the small, private airport lounges or just arrive at their homes. And these are very, very luxury oriented, naturally. But they also are primarily, if not 100% travel content. So there's nothing about business, it's really aspirational. Because these magazines are being sent or left in the airline lounges for free because these people are big spenders.

Because of this, the content is really to inspire people to travel and inspire people to spend more. And obviously to get them to look at the advertisers. And the thing about these magazines is that unless you're a very high net-worth individual, which I don't think any of us are, they are hard to get your hands on. So obviously we've got a lot of these in the Travel Magazine Database. It was one of the things that I really focused on collecting early on because they tend to have great rates and they are hard to find. But you can also find them yourself.

Often these are private airlines, and we're going to talk more, later in the call about how to find these magazines. But, just in short, if you find one company, that makes one luxury custom magazine they probably make more. And so PrivatAir actually comes from the Inc. company that I was talking about earlier, that makes a lot of airline magazines. Modern Luxury, which I mentioned before, they have one here: Modern Luxury Manhattan. But there's also titles all over the country. There's also these luxury guide magazines that are very geographically dispersed and things like that.

For the airline lounge magazines, these are the type of things that I like to call travel adjacent titles. So there's one that's called International Property and this is going to be profiling destinations as well as properties that are for sale or very attractive around the country. And what I really like about including these magazines in your consciousness is that when you travel you see and hear things that you would have even thought to see before. For instance, even in the International New York Times has a section on properties that is open to freelancers and so, as you're traveling around, let's say you're in Ireland and you see a castle with a for sale sign, you get some info on the house and pitch that. And it's not the kind of thing you would necessarily do automatically, but now that you know there's a home for that



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

story, there's a spot you can include in your trip. Likewise with a lot of these luxury wedding magazines. And at the IdeaFest we had, someone said they had just gone to a wedding in North Carolina and it was this beautiful woodland setting that the owner said they are completely booked April through October, every weekend for weddings. And I said, "would you pitch that to a wedding magazine?" And she said she hadn't thought of that.

Anytime that you're staying in a hotel that also has event space, that's something you can be taking to these high-end wedding magazines or even just a normal wedding magazine and likewise you can also take that to a meeting planning magazine. And we're going to talk more about those in a minute.

How many of you have know about Association magazines? Just say yes or no over here in the chat box if you do. So there's a lot of different types of associations out there. Like I mentioned AAA which is the American Automobile Association and there's the Canadian Automobile Association's. But I'm sure for those of you who have worked in different industries, or might even know from travel writing, there's a lot of different professional associations. Like for travel writing you have the Society of American Travel Writers and the American Society of Journalists and Authors, there's the NATJA- the North American Travel Journalist Association. There's the international one: IFWTA, International Food Wine and Travel Association. All these professional associations exist in other areas and they all have magazines.

There's also other associations like we talked about AAA which is one you pay for, but there's also affiliate groups. So there's a Italian-American Magazine, Greek-American Magazine, Irish American Magazine, there's one for people who are in the NRA. There's all sorts of affiliate groups, not that all of them have anything to do with travel, and almost always, as part of the membership, they also put out a publication. And that's an automatic perk of membership. So you're going to get that, without necessarily subscribing, automatically.

The same as if you're a high net-worth individual, you're going to get these magazines automatically coming to your home. So in this case, there's a lot of these that are really useful for travel writers. As I mentioned, there's some affiliate groups, like the ones I listed here for Italian-Americans. And you might think, "How many magazines are there for German-Americans? Italian-Americans? Or people who knit?" You'd be surprised. So I just mentioned here two that are for Italian-Americans but there's actually several others. And these magazines, the ones for people who have a certain type of heritage, are often really great from a travel writing perspective because they really like to include those angles like a



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

story about their country, someone who is a descendent who has gone back or just a straight travel story. Or sort of a profile of what's going on in that country.

For example, I did one for Ambassador, that was a year after the big earthquake, a few years back in Emilio, which is region that produces the parmesan and prosciutto and red wine vinegar. Sort of checking in with the region the year after and as a traveler what you need to know. How you can patronize these business and help them recover. I did another one for them on Pompeii which was having some trouble getting funding for its restoration. So, they don't have to be straight travel. And these can be some great things for to know about for research interest, like a press trip. If you just have something that you're just really intrigued about. For instance that time you just finished college and went to Japan. When I lived in Japan, I had gone to this festival that only happens once every seven years. And I was talking to somebody who had previously lived and taught. I think they were in the Peace Corp or something like that. But they taught in Japan and they were much younger and they had come back every 7 years with their friend that they had taught with to go to this festival. And he said, oh, yeah there's another one in the next town that happens every 4 years and this one over here that happens every 3 years.

I never knew that there was this thing about these Japanese towns having these religious festivals at these very odd intervals. So for instance, Tanya could decide that it's something that she's interested in and in order to find out more about it, be pitching magazine articles to these types of magazines to essentially, you know, find a different excuse to find out about these things. So these affiliate focused association magazines can be really great for things like that.

Now, the paid associations, and here I've listed AAA. But there's a lot of other ones around this and I think people often forget, there's this website World Nomads which takes a lot of travel blogs, but they are even an insurance company like AAA. Like Geico also has a magazine, there's many odd and interesting paid association magazines that you will start noticing now that I've started mentioning it to you. Either that you get, or your parents or your friends get. You'll just start seeing them lying around. And so AAA for instance has 23 different magazines and they're all very geographically focused. And just as a warning, if you go try to look them up, you need to have the right zip code. So before you try to look up the AAA magazine in a specific area, look up the zip code for that area. So that you have it ready to pop in. If you put in your own zip code, it's going to go back to AAA magazine that is specific for your area.



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

Then if you want to do this every hour, you need to clear your location history. So I mentioned VIA, the very highly paying AAA magazine, and they're all based out of different editorial offices, which can be a good thing and it can be a bad thing, because it doesn't necessarily mean that if you get in with one editor, that you're necessarily going to get in with others. But it does help. But that also means you pitch different articles to different AAA titles. And so Via for instance is a very well known literary travel style title, and that's part of why they pay well, but it's also a really great clip to get. And it's interesting among AAA magazines, because it's a very large geographic area and often they're serving a very small slice. Almost like, half of Delaware, but something small like that.

Another thing that I just wanted to touch on are the magazines that come from professional associations. So I mentioned that a couple of the travel associations that you might know about, but there are literally professional associations for everything. And there's pretty much two minimum for every type of profession because you need to have competition. And so I just put a couple of random ones in here: American Architects Association and Pizza Today. Because I wanted you guys to remember that as you travel, and you find business that really strike you as having a cool back story. Maybe they are doing some interesting marketing, or they are a restaurant that's doing something really different with their menu or style of service.

I hear a lot of people come to me with pitch ideas around those things that are hard to sell as just a straight piece, like a short news piece for a magazine, because they're not new. They've been around for 3 years or 7 years or something like that. So if you have something like that, that you find on the road, that isn't new or news, a really good place to profile that business is going to be in one of these professional association magazines of the industry that business is in. And we're going to get to some more in travel specific ones later. But I just wanted to point these out. The Architects one and also Pizza Today because there's these things you come across all the time, there's several trade magazines for hair stylists. There's trade magazines for everything. And so anytime that you are finding a business that you think just has a really great story or technique or something. You should be trying to place the profile of that business and not just in the airline magazine that does a lot of business profiles or as a round-up of different brands of businesses but also as a profile or a how-to piece in the professional association magazine associated with that industry.

I just mentioned travel trade magazines, a few different types and as I said earlier, there's lots of sort of classic ones like Business Weekly and Travel Age West. Which are about the industry as a whole association. But then there's a lot of other ones that are sort of niche travel trade. And then there's ones that are super niche travel trade. So I've pulled together a couple on this list that really caught my eye. And you'll notice in the first section of these



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

travel trades, they are quite tour oriented and that's because there's a very large market for them. People who do tourism of different types are always scanning these magazines to figure out what's new. What they might include that they didn't know about previously. Destinations that they've never thought of that might be a good stop. There's a lot of great regional tourism throughout the US, and some other countries, but especially the US. So they really benefit these people who do these bus tours.

Anytime you are on a road-trip of your own and you're finding these little, tiny stops between point A and point B, those are great things to take to tour magazines. You have bus tours that are doing a similar thing to your road trip, but with a large group.

I was in the Macaba Region of Spain, outside of Barcelona and I ran into another travel writer doing a visit and it turned out the day we were there doing our visit, there was a little bus tour, and I want to say they were from Dallas, and there was about 8-12 well-heeled ladies from Dallas who like to shop and it was very interesting, many of them were in PR or had businesses of their own that they ran back home, and here they were kind of on this girls trip, some of them knew each other before, some of them didn't, and so we did this cava? tasting with them and we had lunch and we were chatting with them about the type of tour that they were on. And the thing is there are so many of these little tiny tours around, like I was talking about the affiliate associations, there's so many tours around so many different types of affiliations all over the place and people are looking for where to bring their little or 55-person bus groups.

It's from these magazines. So, these are trade magazines and as I was saying in response to a question earlier, some of them you do pitch by letters of introduction. But if you do find something great like this on one of your trips, it's certainly doesn't hurt to write them and say, I found this thing that I really think would be good for your audience and then tell them who you are and ask them if you can write them a full-fledged pitch.

Another thing that I had mentioned was the travel adjacent that are very, very niche publications. And there are lots for hotels, and there are lots of meeting planners which I had mentioned earlier. And so, anytime you are in a place that is an event venue, whether it's a hotel or museum, museums are very common venues for all sort of events. Obviously a convention center, but there's a lot of other great things that are venues. In San Francisco, they have the Masonic Center, which is a historic venue. There's also historic homes that host events.



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

We were talking about when you go on press trips and you're on this tour for an hour and a half and they tell you everything. And you're able to walk around the hotel and see every single room and they are telling you the square footage... and what a waste of time.

The thing is, these are the types of things you can pitch to the magazines that are for meeting planners or in the hotel industry, without having to be somewhere super, super new. Because somewhere I was talking about pitching a trade magazine for people who are different type of niche industries around a business profile or an interesting marketing technique that someone is doing or something like that.

For instance, if you're walking around the hotel, doing a hotel tour or a site visit as they often call it and they mention that they've got this neat in-room feature, I think it was The One Hotel from Miami. They've got this amazing screen in the shower that shows people their water usage in real time. How cool is that for a hospitality magazine? And so, there are different types of little kernels of ideas that often get sprinkled on you when you're walking around on a tour or just doing research for a trip that you would not necessarily think about pitching if you didn't know about all these little, tiny magazines.

I personally haven't spent a ton of time with the hotel business ones like Hotel Business Review and Hotel Technology and Hotel Owner, but even now that I'm talking to you, I'm thinking I should go back to my notes and pull out all the little things like this.

Okay, so another thing that I mentioned earlier is English-language magazines in Non-native English-speaking markets. And I know we've got a couple people on the call who live in other places or non-English-speaking places or they have in the past. So if you have, let me know in the chat box, if there's some market that you know of, so that I can share with everyone on the call.

I was recently in Indonesia, but I also spent a lot of time in Asia because my husband is from India. So India, is of course, not necessarily native-English speaking, but it's a larger English speaking country and so there are a lot of publications in English in India, but you also usually find them in other markets where English is not one of the main languages spoken in that country.

I remember when I was in Singapore, also an English language market. But I went to the store and I was just shocked at the number of Asian magazines from different Asian countries that are English language that are beautiful, glossy magazines that pay quite well. And I



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

listed a couple here, but this isn't limited just to Asia where English is one of the primary languages.

I see a lot of these in Europe. And in particular I also see, this is another type of custom magazine. But often airports have their own magazines, and they might just come out once a year, but sometimes once a month and so they're these little, short magazines and they usually focus on shopping and they have a lot of destination content for the types of places that people frequently fly from that airport.

That's one example of types of English-language magazines. And there's almost always an expat magazine in any given city. I know in Florence we have one, not even a huge city in Italy, but we do have one. They have one in Prague. They have them in a lot of different places that you want to look for. It's not just the expat magazines, which are going to have a little travel content. But particularly for the magazines that are serving the well-heeled locals that also speak the language.

Because these are the types of magazines that are probably going to be paying better and also have editors that work more on a level of editorial process that you're going to be familiar with. And another one that a lot of people forget is the equivalent of primary, English native language magazines. So I mentioned Conde Nast Traveler India here. There are a lot of Conde Nast Travelers and then they have others. They have Conde Nast Italia, but one in the UK, that we also have in the database. I don't know how many of you use the database, but there's also National Geographic Traveler in the UK as well.

It often pays when you are on the road, to just stop in the airport newsstand and the versions of the magazines you have at home have a completely different version abroad. Lonely Planet, for instance, the company is based in Australia, but the magazine is primarily based out of London, they have 12 different versions all around the world. They have a US one, India, Australia, they have the UK and several other markets. I believe they have a Middle Eastern one as well.

Now something else that I mentioned earlier is these custom magazines. So the custom magazines that most of us are familiar with can be like the airline magazines. So drop a line over here in the chat box about other custom magazines you might know about. I think a lot of times with these magazines, we automatically think of the businesses we know. Stacy dropped in a great one here: Grocery Story magazines. Even Walmart was doing a magazine for a while, I'm not sure if they're still doing it.



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

In the UK there's some really, really nice grocery store magazines. And I first became turned on to these, not through travel writing, but through a car magazine. My husband had an Acura when we were dating and we were getting this Acura magazine. And I was like, "Oh my god! They have some really great road trips in here!" And so I poked around and most of the car companies, and I've listed a few here, but another is Rolls Royce. But a lot of car companies not only have car magazines for the owners, they have different editions in different markets.

For instance, we went to Mercedes Benz and picked up a magazine and it turned out to be Canadian Mercedes Benz. And interestingly it's a great magazine, with lots of great opportunities for freelancers, but it's completely different than the US one. They have this section "Canadians Abroad". So if you're traveling, and you find a Canadian who is doing something interesting, who lives outside of Canada, and if you live in the US it's obviously easy. But it's also pretty easy in a lot of other markets, they want a profile. And there's also, in the top of the press magazines, there's also Nabuho? Who are also looking for people from the Philippines who are doing something interesting.

The car magazines aren't necessarily just for road trips or car oriented content. You can find a lot of other really interesting profiles in there whether people or businesses.

Now another one that I think about is Cruise Company Magazines. They use these similarly to in-flights to have the information in the back of the magazine about the company and the amenities. But they have a lot of travel content and these come primarily through a company called the PPI Group. Which also puts out the Porthole Magazine, which is a newsstand, a consumer magazine. But then they do all these custom magazines for pretty much every different cruise company.

They've got Coast of Concordia which is an Italian company as well as MS Sea Cruises which is another Italian company. Cunard, Norwegian. They've got all the big hitters. And some of these magazines only come out annually. So some of them are more common. But what's interesting thing about this because they are all in the same group, is that if you get an article in one of them, they might automatically use you in another one and pay you a reprint fee.

That's one of the really nice things about working with magazines that are in the same group. And then another one related to the whole airlines and cruises thing... the next obvious one is hotels. Not every hotel has their own magazine. I see a lot of hotels that I go to where you get the local Dining Out Magazine or the local Time Out magazine. Or, for



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

instance, I was in Colorado recently and there were a lot of really beautiful, glossy magazines in Aspen and different parts of Colorado that they were using instead in the room, but whenever you stay in a hotel, you should always check and see if there's a hotel magazine there. Because some of the magazines these days are doing some very interesting stuff.

Auberge Hotels, which is a lovely hotel chain. Obviously luxury hotel chains, tend to have these more often than other hotels. But Auberge not only has their own branded of magazine, but they also have separate ones talking about food that you also find. And Marriott, which currently has a whole big content operation that works through, I believe, Contently, they've started their own content studio and they are also producing films. Marriott also has geographically specific ones. So, for instance, it's publication in South Florida, and it's found in both Spanish and English.

There are five different types of magazines that you might not have thought of, but you should start to factor into the thought process when you go on trips and plan your pitches. But here's three more places that you can just hop on if you have five minutes each day to find more magazines all the time.

One of my favorites that I've mentioned a couple times earlier, is to play 'follow the leader' with the company. So I talked about Ink Global and how they do American Way and Hemispheres, but they also do magazines for a lot of smaller airlines that you wouldn't even realize have a magazine and then there's a new one coming out. So they're now doing, I want to say Singapore, that's called Soak Air, not that's not Singapore. I can't remember which airline... but they have a new magazine called Soak Air coming out which we found just hanging out on their company's website, but there's also others for private airlines, like PrivatAir. One that shows up in the lounges for private airports. And they have one for hotel chains as well. And so this doesn't only work for custom magazines, this also works for consumers.

They also have a couple of Modern Luxury titles and you'll see this for the affiliated titles, but you'll also see this for the non-affiliated titles. So there's the Hoffman Group, which is unusual because it's a major company, but it's based in Birmingham, Alabama. And they have a lot of really lovely glossy and well-paying magazines, especially about food and the Southern US. So they have Tea Time and Taste of Home and Cooking With Paula Deen and all these other things. So whenever you find a magazine that looks legit and it looks cool. Check the masthead and see what publishing company publishes the magazine. And then look up the publishing company and see what other magazines they have. I remember I found, and I can't remember which came first, Five Star Kids by Sterling Magazines, which



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

is focused on super, super wealthy families and travel. And then I looked and they also have four other magazines which are also this sort of high-net-worth magazines that have a lot of travel content for a niche market that you wouldn't know about otherwise.

Now a similar tactic is that once you've found the magazine, leaf through it, check the bylines and start looking up the writers. Because once you get on their website, you'll see that they are being published (and depending upon how up-to-date the website is and how often it's getting published), you can find often 10-50 good markets just on the portfolio websites of the writers.

And so like I said with the first one, when you find a new magazine go check out the publishing company and find some new magazines that way. But also, flip through the magazine and find a feature that you really like and then get on their website and see where else they've been published.

Now the last one isn't necessarily something you can do 5 minutes a day, here and there. But this is something I really recommend. Even before I quit my job to become a freelance travel writer, I had all these friends that did all different types of business consulting that were on airplanes all the time. And they had a slew of business class magazines. And I had been collecting economy class magazines from all the different airlines I took on trips. Like when I went to Bali or when I flew a different airline and found the business class ones. And I had a friend show me, from Israel, the magazine Live. which is from Berlin.

This is a great way to not only get airline magazines, but specifically get those ones that I mentioned that you need to be on the list to get. So these car magazines that only go to particular people who have already purchased a car. Or the ones that are for associations. Like my friend who is an architect and gives me her architect association magazines when she's done with them.

Or, you know, even, this came up the other day, another association that has a really, really great and well-paying magazine is AARP. And it was funny because at the IdeaFest this weekend, we had very disparate ages. We had somebody who is still in college and looking to get herself set up as a travel writer when she graduates. And I had some people who are almost done with their careers and I mentioned AARP magazine and there was this collective, I don't want to say disgust, but, "Ugh. That's not a fit for me." And then I mentioned that it pays \$2 per word and then everyone wanted to know all about it.



Dream of Travel Writing

The Magazine Landscape: Where All the Assignments Are Hiding

And so, AARP, which is the American Association of Retired Persons, I believe. Not only do they pay \$2 per word, but interestingly, they have 3 completely different versions of the magazine that go out every month and they call them the A book, the B book and the C book, (which I think is really horrible designation). But the A book is for 50-59 year olds. The B book is for 60-69 year olds. The C book is for 70 plus. And so they put different content in each version of the magazine every month. So what that means is that even if you get your hands on a copy from a friend or relative of one issue there's another and you never know what it looks like.

As I was mentioning about AAA, that these come to you if you live in a certain geographic area and otherwise it can be difficult to see the ones in other geographic areas. It's a great thing to have your friends or your relatives collect them for you. And obviously if they have to ship them to you, make sure you send them back the shipping money. But, I highly recommend letting people know to be on the lookout for you. Because like I said about Geico earlier, I never would have thought about Geico having a magazine that had travel content even though it's very similar to AAA because they sell insurance, until it showed up at our house one day. So I'm sure now that I've mentioned this, you're going to start noticing the ones that you have, but let your parents know. Let your friends know. And also, don't just paw through their mail, but ask, "Hey are you using this, can I steal it?"

So, those are three ways that I like to have a constant, fresh source of magazines all the time. Every time you see one that's new, check on the masthead to see the company that publishes it. Then check out the writers and see where else they've been published. And, also let your network do some scanning for you.

So that's our call for today. If you have any questions, let me know over here on the side. As always, it was a pleasure chatting travel writing with you. Have a great week everybody.