




*Dream of
Travel Writing*

Your Personalized, Goal-Oriented Approach to Deciding Which Magazines to Pitch

by Gabi Logan, founder of Dream of Travel Writing

A high-angle, slightly blurred photograph of a desk. In the foreground, a tablet computer lies flat on a white surface. To its right is a white coffee cup on a saucer. In the background, a silver Moka pot sits on a white tray. To the left, a stack of books is visible. The overall scene is brightly lit and has a clean, minimalist aesthetic.

Now, today, we're going
to talk about...

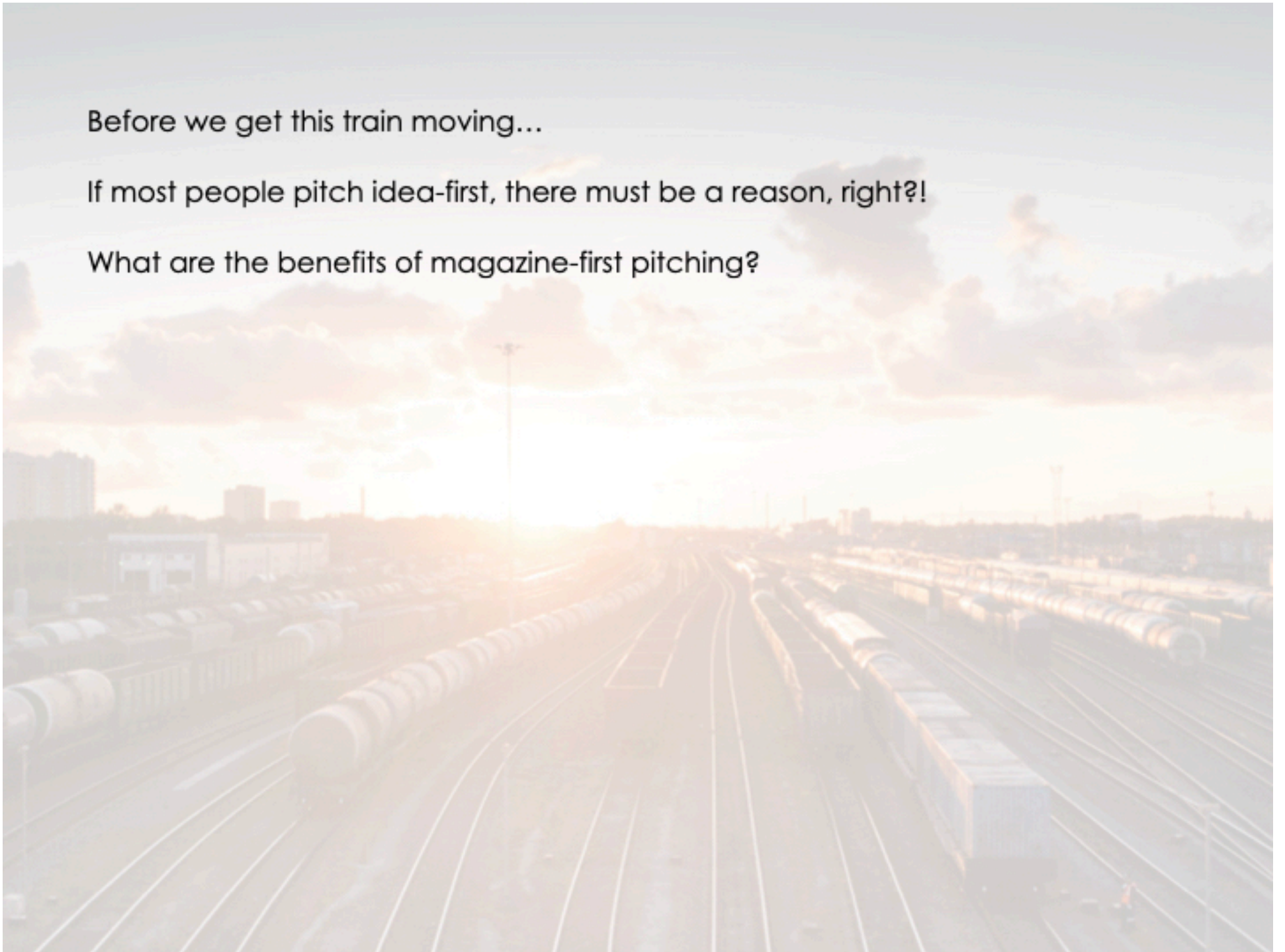
1. Why pitch idea-first rather than magazine-first?
2. The first step in building out your magazine list
3. Think like the parent of a college student when refining your list
4. What does a balanced magazine portfolio look like?



Before we get this train moving...

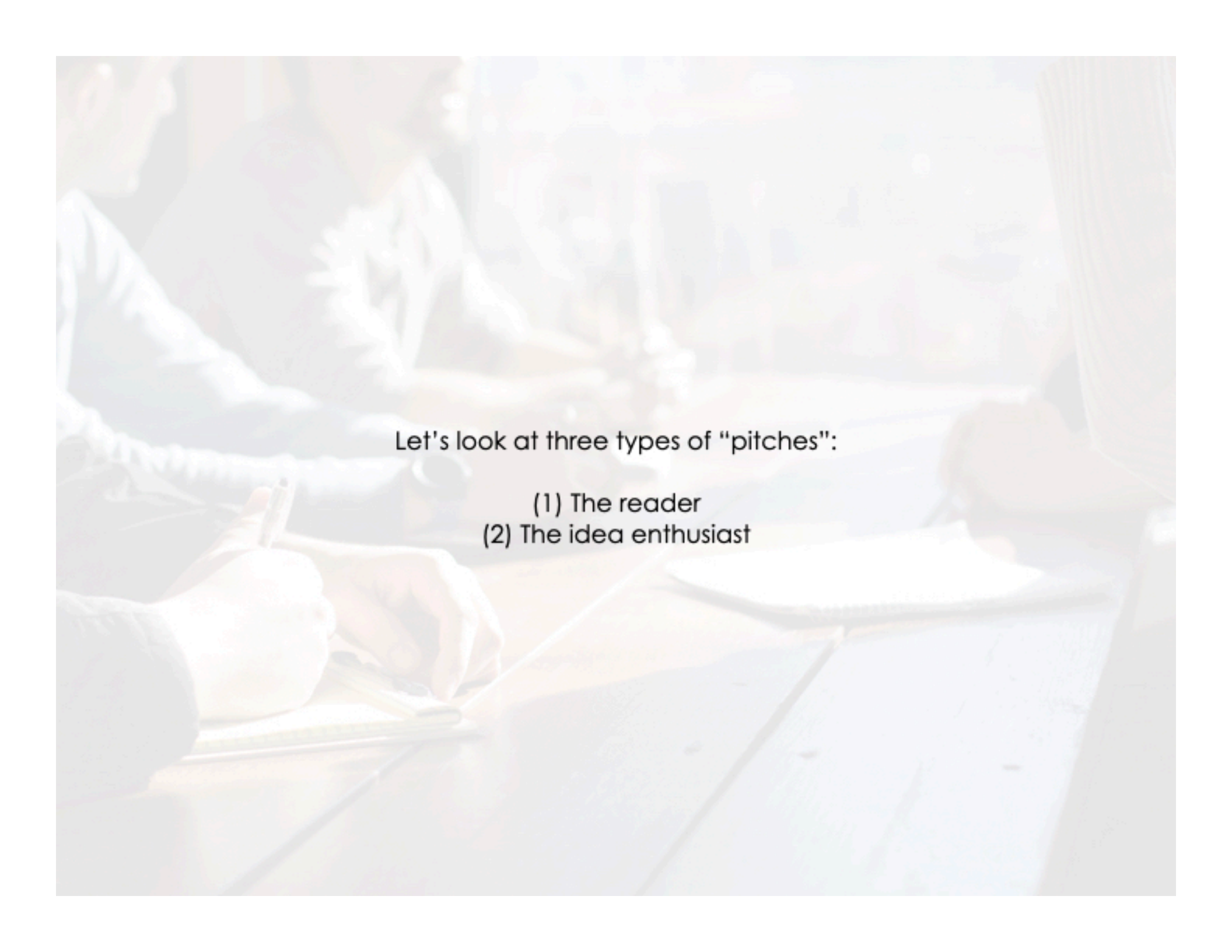
If most people pitch idea-first, there must be a reason, right?!

What are the benefits of magazine-first pitching?



Pros of Magazine-First Pitching

- Placing an article idea that you generated yourself
- Less time familiarizing yourself with magazines
- Less time verifying articles are a good fit
- Warmer reception for your pitches
- Relationships with editors
- Higher chance of editors assigning you ideas you haven't pitch
- Better chance of moving up to higher rates with the same publication



Let's look at three types of "pitches":

- (1) The reader
- (2) The idea enthusiast

One Framework for *Starting* to Create Your Magazine List

- Always start with many
- Look by topical interest
- Then by geographical interest
- Narrow to no less than 30 (five in each of three geo and topical areas) before moving on to the next phase
- Don't get too distracted by shiny clip objects

A person's legs in light blue jeans and brown sneakers are captured mid-jump over a puddle. The water is splashing upwards, creating a dynamic and energetic scene. The background is a blurred indoor setting with large windows, suggesting a modern, bright environment.

Before you get too attached to any magazines, the **#1 thing** you must do is **look at the actual sections** they commission from freelancers!


"Weekend Cure" covers a destination which U.S.-based travelers could visit in a weekend. Articles run from 500 to 1,000 words long and often appear as a three-day itinerary where the writer gives recommendations for things to do in the destination each day. These articles can also appear simply as a second-person piece which, instead of being divided into days, is divided into cities or neighborhoods and gives things to do in each. Quotes can sometimes be found from locals and business owners in the area. Some history and cultural information on the area is given along with hotels, restaurants, shops and attractions. Examples include "Northern Exposure," a three-day itinerary in Southern Alberta, "The Star of the North," about what to do in different neighborhoods in Vancouver, and "Cruising California's Central Coast," a three-day route along Highway 1 in California.

"Smart Traveler" is a service article giving the reader advice on how to be a better traveler. These are written in second person and often in the style of a round up of tips around a theme. They run from 700 to 1000 words long and sometimes include quotes from experts on the topic being covered. Recent examples include "30 Ways to Go Greener," with steps to reducing your carbon footprint, "Create Cinematic Memories," with tips from photographers and cinematographers on how to make your travel photos and videos better, and "The Sanest Stay-Healthy Travel Advice," rounding up tips for staying fit on the road.

"Passions & Pursuits" profiles an Airbnb Experience host covering what their experience or tour is and how readers can get involved. This is described in third person using one or two quotes from the host on how they got started and why. Articles run to about 300 words and always include a sidebar rounding up four similar tours in other destinations. Examples from this section include "Emotional Rescue," covering a donkey rescue sanctuary in Spain and rounding up other experiences where guests can help animals, "Gangster's Paradise," about a *Goodfellas* tour in New York City and other movie-themed tours around the world, and "Run This Town," about a running tour in Mexico City and other running tours worldwide.

What to Look for When Narrowing Down Magazines

- Be really honest with yourself about what type of articles you want to write
- Consider word count and article type first and foremost
- What are you already good at?
- What are you interested in but not comfortable taking on too much of?
- What topics can you come up with ideas for all the time?
- What do you look at and really only have one or two things that might fit for that you're honestly not that interested in writing?
- Where is the instant "love at first sight" that gets your mind racing? Ignore the rest! There's plenty of fish!

A person with long, curly hair, wearing a grey beanie, a yellow jacket, and dark pants, is sitting on a rocky ledge. They are wearing brown hiking boots and have a large blue and black backpack on the ground next to them. The background shows a vast, hazy mountain range under a clear sky. The text is overlaid on the center of the image.

Give your pitching planning
“the old college try”

How to split your list:

- Safety:
 - 30% of list (3 mags if 10, 5 if 15, 6 if 20)
 - Everyone neglects this section! You need quick wins to build confidence and the relationships that will bring you experience and the ability to be placed on press trips
 - These should be magazines you can get a piece in **every issue**
- Match:
 - 40% of list (4 if 10, 6 if 15, 8 if 20)
 - Think of these as magazines you would write for every other issue, but usually on pitches, not assignments (safeties are often on assignment)
- Reach:
 - 30% of list, with less emphasis for uneven splits (3 if 10, 4 if 15, 6 if 20)
 - Let the reach ones reach in *different* ways; this helps you to see where you can get more traction

Here's an example of 10 magazines I might put together for myself:

- Safety (\$400/feature type markets):
 1. Ambassador
 2. Italia!
 3. International Living
- Match (sub \$1,000 feature markets):
 1. Ambrosia (indie)
 2. Wizz
 3. Taproot
 4. Standart/Barista
- Reach (\$1,000+ markets):
 1. Food & Wine
 2. Delta Sky
 3. Bon Appetit

Other factors you must not neglect:

- Frequency, for good or for bad
- Circulation (when evaluating safety/match/reach)
- Pay (for your own purposes and evaluating safety/match/reach)
- Pigeon-holing (or not doing so)

Thanks so much
for joining us today!

It was a pleasure chatting

Have a follow up question on this webinar? Email
questions@dreamoftravelwriting.com and we'll cover it in an upcoming
webinar or in our Monday reader mailbag post
on the Six-Figure Travel Writer blog.

