

# A guide to pitching to travel publications

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# Info about me

- Graduated in 2012 with a journalism degree
- Interned at inflight magazine publications while at university
- Went freelance after graduating due to jobs in the industry
- Freelanced for a range of publications including MailOnline, Metro, [news.com.au](http://news.com.au), Evening Standard, and inflight magazines of Singapore Airlines, Delta, Easyjet, Gulf Air, Malaysia Airlines



# Why write for magazines?

- Inflight magazines have a large readership
- Better source of income compared to online
- Longer deadlines when writing
- Good to have both online and print publications on your resume

# What type of stories are good to pitch?

- Destination guides - 24 hours in.... or visiting xxx with kids etc
- Top 5
- Non time sensitive pieces are good
- Or coverage of events that usually happen every year eg Adelaide fringe festival (Be aware of lead time)

# Follow your dreams

Five inspiring places for kids to learn about their ideal job

The sky is the limit for ambitious kids who have their eyes set on a dream job. More and more classes are springing up across the world to inspire and support children who are interested in developing particular skills. Nichola West has rounded up five of the best destinations to take kids who are dreaming big.



## SYDNEY, AUSTRALIA

Children with musical skills can enter the world of rock at the Big Music studios. Their holiday rock school programmes offer kids and teenagers the chance to work in small groups with professional musicians to develop their skills in guitar, bass, drums, and vocals. The week-long rock experience culminates with a professional performance exclusively for family and friends. [bigmusic.com.au](http://bigmusic.com.au)



## KUALA LUMPUR, MALAYSIA

Kids who enjoy spending time making delicious dishes in the kitchen can learn how to cook up a storm at Kuala Lumpur's Young Chefs Academy. Here children are divided according to age (they start them from three years old), and you can go for just one session or sign up for a whole course. It's a great, fun environment for kids to get passionate about cooking. [youngchefsacademy.com/kualalumpur](http://youngchefsacademy.com/kualalumpur)



## NEW YORK, UNITED STATES

A whole world of sport is available to be discovered at Chelsea Piers. Its Sports Academy camps offer youngsters the chance to develop their skills in basketball, football, and volleyball, and to discover a sport they really love. Participants get to develop their sporting talents, self-confidence, and a host of team skills. [chelseapiers.com](http://chelseapiers.com)



## GENEVA, SWITZERLAND

The kids' and teens' classes at Life of Art adapt to each child's needs. They allow for different techniques mixed with a little art history and a wonderful teacher to help inspire and support. These are delightful classes for children to expand and grow freely in a creative, friendly, and supportive environment. They're perfect for budding artists. [life-of-art.ch](http://life-of-art.ch)



## SINGAPORE

Buds Theatre Company runs courses of five classes throughout the year for kids to hone their acting skills. Children from three years and upwards can have a go at storytelling, script writing, improvisation, and drama. [budstheatre.com](http://budstheatre.com)



# Artistic Capital

Rich in arts and culture, Adelaide oozes with charm

Text Sophie Williams Illustration Nate Padavick

## 9am

Start the morning by wandering around **Adelaide's Central Market** ([adelaidecentralmarket.com.au](http://adelaidecentralmarket.com.au)). Boasting some of the best local and fresh food with over 80 restaurants and stalls, the market is a great place to get a feel for Adelaide. Make sure to stop by Big Table for one of their famous breakfasts. Serving traditional cooked breakfasts alongside healthier options such as natural yogurt with pistachios, honey, and bananas, Big Table is a firm favourite with the locals.

## 10.30am

Hop into a taxi for the **Botanic Gardens**. The 16-hectare historical garden features a collection of plants both exotic and native to Australia. To get

the best of the gardens, head to the visitors' centre first for information on which gardens are looking their best. One highlight is the Victorian Palm House, a glasshouse imported from Bremen, Germany in 1875.

## 11.30am

Within the grounds of the botanic gardens is **Adelaide Zoo** ([adelaidezoo.com.au](http://adelaidezoo.com.au)), home to over 2,500 animals. Get up close to the natives including kangaroos, koalas, Tasmanian devils and wombats. Also at the zoo are Wang Wang and Funi, two giant pandas on a 10-year loan from China.

## 1.30pm

A 20-minute walk through the grounds of Government House, the **Stamford Plaza Adelaide**

([stamford.com.au](http://stamford.com.au)) is the best place to enjoy high tea. It serves English high tea with a modern twist, including quiches, sandwiches and curry puffs alongside sweet treats such as scones, waffles and pastries. If you're feeling indulgent, order a glass of champagne.

## 2.30pm

A five-minute walk along North Terrace, the **South Australian Museum** ([samuseum.sa.gov.au](http://samuseum.sa.gov.au)) is home to the largest collection of Australian Aboriginal cultural artefacts. With over 3,000 artefacts on display including books, spears and arrows, the museum is a great place to learn about Australia's Aboriginal history. The Pacific Cultures Gallery is also well worth a visit.

## 4pm

Walk along King William Street to **Adelaide Oval** ([adelaideoval.com.au](http://adelaideoval.com.au)). Considered one of the most picturesque cricket grounds in the world, the Adelaide Oval hosts some of the biggest events on the cricketing calendar, including the Ashes tournament. Take one of the Oval's tours and be shown around by an expert guide recounting the venue's history. The most recent addition to the Oval's collection is the Bradman collection featuring objects and photographs from the private archives of Sir Donald Bradman, one of Australia's most famous cricketers.

## 5pm

Head back onto King William Street and catch the 263 bus

from the east side of the street to **Glenelg**, a seaside town just 20 minutes from the city centre. With white sandy beaches and a jetty, Glenelg is the perfect place to wind down after a busy day exploring the city. There are also some great shopping opportunities on Jetty Road – the famous Haigh's Chocolates has a store that you won't be able to stay away from.

## 7pm

Try the finest seafood at **The Wharf** ([thewharf.com.au](http://thewharf.com.au)) in Glenelg. Renowned for its brilliant service, The Wharf serves popular dishes such as seafood chowder and Atlantic salmon. Make sure to ask what the special of the day is.

## 9pm

Finish off the day by visiting a typical Australian pub. Situated right on the beachfront in Glenelg, **The Grand Bar** ([thegrandbar.com.au](http://thegrandbar.com.au)) is your typical Australian pub serving beers and wines with a friendly smile. The glass-fronted windows look out onto the beach with great ocean views.

For those with tired feet, Adelaide offers a free city loop tour bus linking many of the city's top tourist spots

**FESTIVAL STATE**

Known as the Festival State, Adelaide plays host to some of the best events in the country. Next month, the Adelaide Film Festival (October 15-25, 2015; [adelaidefilmfestival.org](http://adelaidefilmfestival.org)) celebrates local and international cinema with film screenings, a movie quiz night and more. One of the city's favourite outdoor festivals, WOMADelaide (pictured; [womadelaide.com.au](http://womadelaide.com.au)), returns on March 11-14, 2016 with its mix of music, dance and world cuisine. Last year it drew a record 95,000 people to Botanic Park. Also worth catching are the popular Adelaide Cabaret Festival (June 10-25, 2016; [adelaidecabaretfestival.com.au](http://adelaidecabaretfestival.com.au)) and local dining and produce festival, Tasting Australia (May 1-8, 2016; [tastingaustralia.com.au](http://tastingaustralia.com.au)).



- A** Press\* Food & Wine's ever-changing menu never disappoints.
- B** See Tasmanian devils being fed on Cleland Wildlife Park's night tours.
- C** Visit Moseley Square in Glenelg at dusk and you may be rewarded with a vibrant sunset.
- D** Sample Australia's finest wines at Penfolds' Magill Estate.

**MEET THE LOCALS**

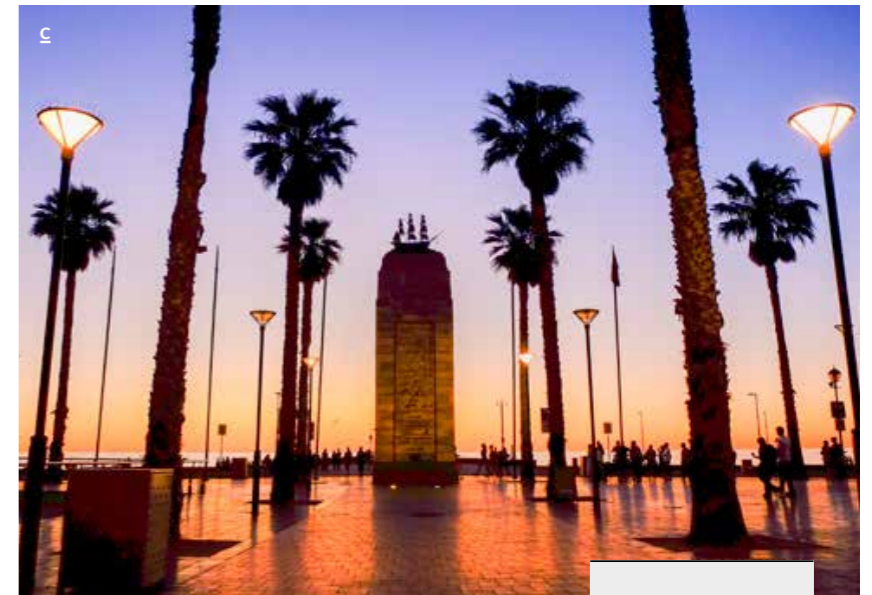
Adelaide offers a variety of different ways to interact with local wildlife. If you want to cuddle a koala, feed a kangaroo or get up close to an emu and other native Australian creatures, Cleland Wildlife Park ([clelandwildlifepark.sa.gov.au](http://clelandwildlifepark.sa.gov.au)) is the place to do it. The Park also offers nighttime walks, during which you can see Tasmanian devils being fed.

Take a guided kayak tour of the Dolphin Sanctuary with Adventure Kayaking SA ([adventurekayak.com.au](http://adventurekayak.com.au)) and spot bottlenose dolphins in the wild.

A gift from China, Wang Wang and Funi are the only giant pandas in the southern hemisphere. You can see them at the Adelaide Zoo ([adelaidezoo.com.au](http://adelaidezoo.com.au)), which has been their home since 2009.

**HIT THE BEACH**

A 25-minute tram ride from the city centre is the seaside resort of Glenelg. On the foreshore, The Beachouse ([thebeachouse.com.au](http://thebeachouse.com.au)) is an amusement park crammed with arcade games and gelato stalls. For outdoorsy types, Glenelg Fishing Charters ([glenelgfishingcharters.com.au](http://glenelgfishingcharters.com.au)) offer both fishing and scuba diving excursions from the beach, while the world-class Glenelg Golf Club ([glenelggolf.com](http://glenelggolf.com)) is also nearby. The Proclamation Trail ([glenelgsa.com.au/proclamation](http://glenelgsa.com.au/proclamation)), a 3.5km self-guided walking trail, starts at the Town Hall and maps out the local history - including the site where first settlers arrived in 1836.



The Essential Quick Guide For Discerning Travellers

**5 MUST-DOS ADELAIDE**

BY SOPHIE WILLIAMS



**A NIGHT OUT**

The Adelaide food scene has matured in recent years, leaving diners spoilt for choice. For locally-grown and prepared ingredients in a casual setting, Press\* Food & Wine ([pressfoodandwine.com.au](http://pressfoodandwine.com.au)) is a firm favourite, and consistently tops the city's best restaurant

lists. In Bedford Park, trendy Mexican restaurant Lucky Lupitas ([luckylupitas.com](http://luckylupitas.com)) serves tostadas, quesadillas and imported Mexican beers. After dinner, make your way to the Peel Street and Leigh Street precinct, where the city's small bar scene is in full swing.

**WINE COUNTRY**

Around 150 wineries and cellar doors can be found in the Barossa Valley, home to some of Australia's oldest Shiraz vines, just over an hour's drive from Adelaide. To understand the winemaking process, visit Penfolds ([penfolds.com](http://penfolds.com)), who host tastings and workshops where you can make your own blend. For a different perspective, Barossa Unique Tours ([barossaunique.com.au](http://barossaunique.com.au)) tailor their private trike tours to individual tastes. Stop by Maggie's Farm Shop ([maggiebeer.com.au](http://maggiebeer.com.au)) and stock up on celebrated cook Maggie Beer's picnic fare, such as meat terrine or her delicious mushroom and verjuice pate.



**Fast Facts**

- CURRENCY**  
Australian Dollar  
US\$1 = 1.35 AUD
- VISA**  
Requirements vary. Visit [immi.gov.au](http://immi.gov.au) for details.
- BEST TIME TO VISIT**  
In summer, between December and February, temperatures reach highs of 30°C. Hikers who prefer milder weather should visit June through August.
- HOW TO GET THERE**  
Singapore Airlines flies 7 times weekly from Singapore to Adelaide.
- MORE INFORMATION**  
[southaustralia.com](http://southaustralia.com)

# Things to think about before pitching

- Don't just go straight for the big magazines. Are there any niche travel magazines that could benefit from your article?
- Editors at inflight magazines are looking for people that know destinations. They want their readers to be given the best advice possible. Because of this, you need to use your advantages. They don't want to hear from you if you've visited somewhere for just a couple of days.
- Don't just pitch a destination story. Pitch something more specific.
- Look at the smaller sections at the front of the magazines. Editors usually get less pitches for these sections and so are more likely to commission you.
- Make sure you read at least two editions of the magazine before pitching



# Things to include in your pitch

- Don't write an essay keep it short and sweet
- Write your idea in a sentence - things you would include in the piece
- Another sentence about you. If this is your first time writing for a magazine don't call yourself a blogger. You're underselling yourself. You're a journalist. A writer.
- Another sentence on why it would be good for the publication
- If you've got examples of your work include a hyperlink to it
- In the email subject add "New Pitch" at the beginning of it for editors to know and also add if there is an important deadline

# A good example.....

Hi Julie,

I was wondering if you'd be interested in a 12 hours in Shanghai piece for the magazine.

Shanghai is a great city in a fantastic location to explore the rest of China. Because of this it can be difficult to know what to see and when and so I think this piece would benefit your readers especially ones just stopping over in the city.

I am a freelance journalist currently living in China. I have extensive experience in writing for in-flight magazines such as Singapore Airlines, Gulf Life and Easyjet magazine.

Please let me know if this interests you at all.

Many thanks

Sophie

# A bad example....

Hi there,

I was wondering if you needed any pieces on Moscow in the coming months?

I interned at Ink last April where I wrote some destination guides on Olbia and Alghero. I was wondering if you needed a destination guide on Moscow?

I went there for a few days last year and thought it was a great city. I'm sure your readers would love it.

I have written articles on Moscow in the past and have attached a PDF of an article I wrote for Singapore Airlines. I have also written about Moscow for Flight Centre's blog.

Please let me know if you require something on Moscow.

Kind regards

Sophie Williams

# How to find contact details and useful sites

- Sign up to TravMedia - they send out alerts for editors looking for pitches
- Twitter lists for publications - often have editors' accounts on a list
- First couple of pages inside magazines online. Inflight magazines often have their magazines online
- Join journalist Facebook groups such as Journo Answers
- Networking events

## CONTRIBUTORS 作者簡介



### RAHUL JACOB

Rahul is a former travel, food and drink editor of the *Financial Times*. He wrote about Auckland's obsession with fitness on page 46. **What was your favourite musical experience?** "Travelling to Senegal to listen to Youssou N'Dour, Cheikh Lô and Orchestra Baobab. Their concerts usually started at 1am." 在塞內加爾的健身熱潮，你最喜歡的音樂體驗是什麼？「到塞內加爾聽 Youssou N'Dour、Cheikh Lô 和 Orchestra Baobab 等歌手和樂隊的演出，他們通常在凌晨一點才開始表演。」



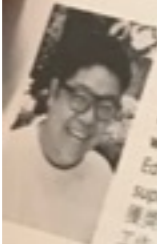
### MALAVIKA BHATTACHARYA

Malavika is an India-based travel journalist with words in *Condé Nast Traveller* and *Fodor's* among others. She wrote about Chennai on page 14. **What was your favourite musical experience?** "Seeing Buddy Guy at Mumbai's Mahindra Blues Festival. Halfway through his set, he waded into the crowd with his trademark polka dot Stratocaster - the vibe was electric." Malavika 是基於印度的旅遊作家，為《Condé Nast Traveller》和《Fodor's》等刊物撰文。她在14頁介紹真奈的特色。你最喜歡的音樂體驗是什麼？「在孟買的真奈 Mahindra Blues Festival 聽 Buddy Guy 演出，唱到一半，他拿著那著名的圓點電聲他走到人叢中，音樂迷如痴如醉。」



### AARON MILLAR

Aaron is an award-winning travel writer and contributor to *The Times* and *National Geographic Traveller* among others. He explored Washington DC on page 52. **What was your favourite musical experience?** "In Austin, Texas: watching a honky tonk band while standing next to a cowboy on an actual horse. In the bar." Aaron 是獲獎旅遊作家，為《The Times》與《National Geographic Traveller》等刊物撰文。他在52頁探索華盛頓特區的光。你最喜歡的音樂體驗是什麼？「我在德州奧斯丁一家酒吧內聽 honky tonk 樂隊時，站在一匹牛仔旁邊，他騎在一匹真馬上。」



### STEVIE WONG 黃大成

Award-winning entertainment journalist Stevie is based in New York, working for channels including HBO Asia, the BBC and Canal+. He interviewed Karen Mok on page 86. **What was your favourite musical experience?** "Seeing Adele and Ed Sheeran at small showcases. They weren't international superstars yet, but everyone knew they were going to be big." 獲獎娛樂記者黃大成是基於紐約，為 HBO Asia、BBC 及 Canal+ 等頻道工作。他在86頁訪問了莫文蔚。你最喜歡的音樂體驗是什麼？「在小型音樂會上聽 Adele 和 Ed Sheeran 演唱，當時他們尚未成為國際巨星，但大家都知道他們並非池中物。」

### JAMIE BOWERING

Jamie is a photographer based in Auckland, which he shot on page 46. Having moved back home after long stints in Sydney, London and Moscow, he is settling back into his home country. **What was your favourite musical experience?** "Watching Les Savy Fav on a summer night." Jamie 是基於奧克蘭的攝影師，他的作品就在46頁。經過長時間在悉尼、倫敦與莫斯科工作後，他決定回到家鄉定居。你最喜歡的音樂體驗是什麼？「一個夏天的晚上在悉尼海港中央一艘小船上欣賞 Les Savy Fav 樂隊的演出。」

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Questions!