

## Fodor's Travel Digital Content

### Pitching Guidelines 2024

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*Fodor's tells travel stories that excite, inspire, and make our readers want to get out there. Whether you're planning a trip, want to know more about the world around you, or just craving a little adventure from the comfort of your couch, we're the go-to destination for unique, timely, and global travel writing.*

#### What to Pitch

Firstly, please introduce yourself and **let us know where you are based.**

Pitch us angles that are not SEO/service content. We like news and topical stories; money/miles/points-saving hacks and deals; stories where you've learned travel tips the hard way; the absolute most interesting/unusual thing you found out about a destination (**not a general round-up**); navigating transport, security, and safety protocol; travel/accommodation foibles and hot takes; and expert, up-to-date tips.

**Press Trips:** Yes, you can pitch press trips, FAM trips, comped amenities, and otherwise! Writers must disclose this information when you send a pitch, and we'll let you know if it works for the site.

**Letters of Assignment:** You may request a letter of assignment if you have been offered a press trip that needs guaranteed coverage. Story angles must be confirmed with Fodor's before any trips are arranged.

**Time-Sensitive/Timely Stories:** Please mark as such in your subject line. **Holidays and seasons are not timely**, they are calendared. Please pitch holiday content at least 8 weeks in advance.

#### What NOT to Pitch

Don't pitch round-up guides and service-based destination itineraries (**10 Great Restaurants in New York, Best Museums in London**). We publish these on our own SEO schedules. We also prefer local experts whom we hire for select assignments – **so let us know where you are based.**

Don't pitch us "updates" of stories we've already published.

Do not pitch us something that we cannot headline. If you can't come up with a clever headline with a hook, there's a good chance we won't be able to either.

Do not pitch us a stand-alone hotel story unless the hotel is extraordinarily amazing or unique and there's a headline-able angle.

Don't pitch business stories about the travel or hospitality industry.

Avoid pitching stories that happened to you ages ago—we want your latest stories and adventures.

**Don't pitch service stories on destinations you don't live in!**

### Writer/Story Considerations

Your role as a writer is very important. What you choose to include in a story or leave out affects how people view a destination and its people. How you tell the story and what words you use can also have an impact. It can affect what businesses they frequent or decide to skip. It can also bring more tourists to an area that badly needs tourists, or exacerbate the demands of tourism on an already visited destination. Here are some guidelines to help your stories have the most positive impact.

#### Your Perspective:

1. Consider why you are interested in writing this post. What is your connection to the topic?
2. Who is the audience for your post?
3. Have you identified any potential biases within your content?
4. Have you taken time to research background information or historical context to inform your perspective accurately?

**Before You Pitch:** We are a site based on expert recommendations, so please have an opinion about what you're pitching.

#### How to Reach Us:

**EMAIL:** [pitches@fodors.com](mailto:pitches@fodors.com)

**INCLUDE ABOUT YOU:** An intro, location, and clips. If you don't have clips in major publications, that's perfectly okay! Please send along any samples of your writing.

**INCLUDE FOR THE STORY:** A proposed headline that you think will click. Disclose any comps.

**BE SPECIFIC:** Don't just offer up a topic! Let us know what story angle you plan to take and how you plan to organize it.

**IF YOU AREN'T AN EXPERT:** Find someone who is. Ask for quotes and comments. Find sources. Link citations. **Let us know who/what you plan to use as a source when you pitch your angle.**

**CONSIDER:** Is this angle entertaining? We *commission* entertaining, unique, and clickable stories from freelancers, we *assign* serviceable guides and itinerary content to writers who earn their role as contributors.

**RESPONSE:** It may take up to five weeks (and unfortunately, sometimes longer) for us to reply to your pitch, but we will always respond. **Please don't follow up or resend your pitch as it may inadvertently push down your pitch.** If you haven't heard back after eight weeks, feel free to send a **separate** email inquiring about your pitch.

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Thank you for pitching Fodor's Travel!