



Cheryl Parton

Editor in Chief
Oregon Media



Contact Cheryl at
cheryl@oregonmedia.com.

Oregon Media believes that great publications aren't just about wonderful content and beautiful design. It's about a genuine rapport with readers. We build a connection that evokes trust, appreciation, and an honest, emotional response to the stories we share.

Among our stable of publications are:

- AAA Via
- Bend Magazine
- Bend Home + Design
- Savor
- Central Oregon Visitor's Guide
- Eastern Oregon Visitor's Guide
- High Desert Weddings
- Travel Southern Oregon

AAA Via

AAA Via, the magazine of AAA Oregon | Idaho, reaches a loyal and highly engaged audience of members, who seek information and inspiration to enhance their lives from a trusted source. Content about membership benefits and tips for road travel, alongside inspiring and informative travel journalism, is delivered to members' mailboxes in this top-notch publication six times a year. With a distribution of more than 500,000, Via reaches a readership of 1 million people each issue. Via is the No. 1 source of travel advice for members, after friends and relatives.

Oregon Media produces all content and design for Via in contract with the AAA Oregon | Idaho branch. We work with freelance writers and photographers in the region to produce quality content that inspires and informs readers to take action to travel and live better.

How to Pitch AAA Via

Articles for AAA Via Magazine are largely written by freelance writers. We accept story pitches (queries) for features. Your idea has a better chance of being picked up if you tailor it to our magazine style, as well as to one of our specific story categories. Please read through back issues before pitching to demonstrate your understanding of our publication. See the [AAA Oregon | Idaho site](#) for past articles.

Getaway

A themed regional travel roundup anchored by a narrative first-person travel experience (e.g., five ski areas to hit this winter; destination spa resorts; six winter storm-watching destinations).

Discover

An in-depth, informational story about a travel or home trend, tip or topic (e.g., electric car travel tips; multigenerational travel; college visits on a family road trip; inventory your home for insurance purposes).

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AAA Via cont.

Destination

Destination travel to a region or city in the American West or beyond (e.g., bird-watching in Texas, kayaking in Maine, adventure in San Diego).

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Weekender

Sights, Eats, Outdoors, Stays and Shops over a two-to-three-day stay in a regional city.

Guidelines for Editorial Submissions

Oregon Media editors accept queries for Via Magazine year-round, although writers should be aware that the editorial calendar is typically set in May for the entire following year. To that end, the best time to send ideas is during the fall or winter, with the understanding that queries sent at other times may sit in the idea pool for some time.

Good queries command attention. Via Magazine articles are focused, lively, descriptive, informative, authoritative and inspiring; queries should reflect that style. The query should also reflect the tone of the publication; AAA strives to be a trusted, vetted source for members on topics of travel and road trip tips.

We prefer standard query structure: A) a paragraph or two describing what the proposed article is about, B) a paragraph telling us why we specifically should run this story and when, C) a paragraph about you, your experience, and why you should write this story for us.

The fine print: Assignments, should they be given, will be detailed in email. We aim to assign stories four to eight weeks in advance of a deadline. We pay upon publication. Pay rate varies. Via Magazine buys first North American serial rights. We follow the Oregon Media style guide and AP Style. Upon assignment, a writer will be sent our style guide for reference. Completed story assignments should be submitted via email. The editor may edit a writer's work and/or return a submission for revisions, or both.

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AAA Via cont.

Guidelines for Photography Submissions

We are always on the lookout for talented photographers. To inquire about submitting stock photos for AAA Via Magazine, or to be considered to photograph for our publications on assignment, please contact art@oregonmedia.com.

Where to Send Pitches

Editorial: Submit AAA Via Magazine queries with two writing samples to editor Cheryl Parton at cheryl@oregonmedia.com or to viaeditorial@oregonmedia.com.

Photography: To inquire about submitting stock photos for AAA Via Magazine, or to be considered to photograph for our publications on assignment, please contact art@oregonmedia.com.

OUR CUSTOM PUBLICATIONS

Bend Magazine

Bend Magazine (based in Bend, Oregon, named one of Money magazine's "Best Places to Live") brings the people, places and events of Central Oregon to life for visitors and locals through strong stories, impactful photographs and quality writing. We pride ourselves on being the eyes and ears of this beautiful and popular Oregon destination, delivering its vibrancy in a high-quality publication. Bend Magazine publishes bimonthly and is distributed throughout the region. We love to connect with great writers eager to help us tell the stories of Central Oregon.

[Click here for Bend Magazine submission guidelines.](#)

Freelance Writer Submissions: editorial@oregonmedia.com

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MORE CUSTOM PUBLICATIONS

Bend Home + Design

Bend Home + Design is the leading home building and design magazine in Central Oregon. The partner publication to Bend Magazine, Bend Home + Design draws on the established high-quality content creation and longstanding local relationships of the region's premier lifestyle magazine.

Readers look to Bend Home + Design for inspiration, practical ideas and reliable advice to transform their homes and create their dreams. The magazine connects readers to experienced regional professionals and craftspeople. The best shops, resources and showrooms are within its pages. Readers know Bend Home + Design is the place to find their next great building, remodeling or decorating lead.

[Click here for Bend Home + Design submission guidelines \(scroll to page 4\).](#)

Freelance Writer Submissions: editorial@oregonmedia.com

Savor Magazine

Savor is a biannual publication focused on the Central Oregon food community. It explores the unique culinary scenes throughout each Central Oregon town and produces high-quality content for a wide audience. Sponsored by Visit Central Oregon and partnered with Bend Magazine, the publication draws on the longstanding local relationships of the area to attract residents and visitors to the engaging information about restaurants and culinary trends in the region.

Savor is the source for restaurant options and culinary information. A combined dining guide and food magazine makes Savor the resource for locals and visitors alike.

Freelance Writer Submissions: editorial@oregonmedia.com

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MORE CUSTOM PUBLICATIONS

Central Oregon Visitor's Guide

The official Visit Central Oregon Trip Planner is a widely circulated promotional publication, reaching more than 402,500 readers through a \$2.5 million nationwide marketing campaign, as well as exclusive placement in resorts and destinations throughout Central Oregon.

Distribution: 115,000 distributed annually. The magazine is:

- Travel Oregon's official fulfillment piece for any inquiry into Central Oregon.
- Placed exclusively in more than 4,000 resort units, hotel rooms, vacation homes, condominiums and bed-and-breakfasts throughout Central Oregon.
- Sent to more than 90 visitor centers, chambers and state welcome centers, more than 40 AAA offices throughout Oregon-Washington-Idaho, Nevada, California and Texas.
- Available at the airports in Redmond, Portland, Eugene, Seattle, Oakland, Phoenix, and throughout the Washington State Ferry system.
- Maggie Award Winner for "Best Visitor Guide" and "Best Overall Consumer Publication."

Freelance Writer Submissions: editorial@oregonmedia.com

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