



Tim Wenger

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Note: Use the pitch link on page 2 of this handout to pitch story ideas.

Matador Network sees travel as a force for good. It envisions a world in which travel is a transformative experience. Travel has the power to connect, heal, and inspire us to plan adventures that have a positive impact on the world.

Matador grew out of the belief that travel content should speak to more than hotel reviews and all-inclusive resort packages. Its editorial team focuses on the experiences that make travel special, the places yet to be discovered, and the extraordinary people our readers may meet along the way.

The outlet's mission is to empower a diverse generation of modern adventurers to share their stories and to travel fearlessly.

About Tim

Tim Wenger is a Colorado-based journalist and author focused on conservation, outdoor recreation, and technology. He serves as a senior editor at Matador Network, where he's filed work from four continents, reporting extensively from Southeast Asia, Mexico, and British Columbia. He's also a regular contributor to Fodor's guidebooks.

What We Pay

Rates start at \$200 per assigned article and go up from there based on the level of reporting involved, word count, and type of story.

Note: This pay scale is not inclusive of stories assigned through the "Matador Creators" portal, which is run outside the core editorial department.

How to Pitch Us

Please don't pitch editors via email. [Use our pitch form](#).

At Matador Network, we're looking for people with stories, not broad information on a general topic. Before sending a pitch our way, be sure the idea you have covers the following:

Angle: Each story needs to have a strong angle that hasn't been widely covered elsewhere. It should provide an answer as to why a destination, event, or thing is being covered.

- **Yes:** "The two types of ways that travelers approach PTO. This is how to know the one that's right for you" – Americans are notoriously bad at taking vacation days, and recent studies show it was even worse in 2020. This article will make the case for and against the two main ways that people can take advantage of PTO: one long vacation or many short trips.
- **No:** "I'd like to write about PTO." – Lacks a reason for why now makes for a good time to publish a story about PTO.

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How to Pitch Us cont.

Audience relevance: All story pitches should be relevant to the Matador Network audience of travelers and have a travel angle. We cover a broad variety of stories with a connection to travel, places, and cultures. The best pieces also include serviceable information people can use to experience the place or think you're writing about for themselves. Please keep that in mind, even when pitching experiential or nuanced stories.

- **Yes:** "The best ways to start a campfire, regardless of the conditions" – This story is clearly geared toward people who love camping and exploring the outdoors, and provides a service to those readers by explaining campfire starting methods.
- **No:** "The best at-home fire pits" – This is geared toward people who are looking for home inspiration.

Have a specific idea for your story in mind: Stories should focus on something specific rather than a broad topic. One way to know if the story has a clear and specific enough angle is to have a succinct and well-crafted title in mind that accurately describes what the story is about.

- **Yes:** "The best Route 66 stops in Texas, from 72-oz steaks to the 'Grand Canyon of Texas'" – Focuses on one section of Route 66 that's less famous than other stretches and answers the question of why people should road trip along this part of Route 66 in Texas.
- **No:** "I'd like to write about what to do on Route 66" – Too broad of a topic that lacks an answer as to why this story is different from the many Route 66 guides out there.

Know what we cover: Matador Network has several specific **verticals**: Travel, Culture, Outdoor, Food and Drink, Lifestyle, and Entertainment. Stories should naturally fit under one of these verticals. If your pitch doesn't make sense in one of those categories, it probably means it's related to a topic we don't cover as a publication.

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How to Pitch Us cont.

Trip planning: Travel is about experiences, and Matador Network stories have some element of how to experience the thing being written about. Each piece needs to have some explanation that covers why this topic is being written about, followed by ways someone can see for themselves why we wrote about the topic.

- **Yes:** I'd like to write a story on the history of unique foods and food culture in [Hokkaido, Japan](#). This story takes a deep dive into how Hokkaido's history, culture, and geography have influenced some of its most unique dishes, and ends with recommendations on places in Hokkaido (brewery museums, restaurants, ramen markets) where people can learn more and taste speciality dishes.
- **No:** "I'd like to write about the best places to eat ramen in Hokkaido." This has a trendy food angle, but it doesn't offer any unique insight or depth. This is something people can answer with a quick online search.

Pitch stories, not places: Please do not ask what destinations we're interested in. We evaluate based on the specific story or angle, not the place. And please wait until after you've returned from a trip to pitch us ideas around it. Press trips are okay, but please disclose that it was a press trip when you pitch. occasionally, we do have editorial needs around specific destinations. Those will be posted on the [Matador Creators page here](#) (you may need to be logged in to see it).

Articles We're Always Looking For

- Stories based on personal experiences with useful planning angles (see: [8 Things I Learned While Stranded After Dark on an African Safari](#))
- Stories about unique experiences readers didn't know existed (see: [Nebraska Has One of the Largest Animal Migrations on Earth. Here's Everything To Know.](#))
- Stories with hot takes or helpful advice on international travel (see: [Digital Nomads: How 'Work-From-Anywhere' Can Spur Positive Change, How To Explore Japan on the Country's Bullet Trains](#))

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Articles We're Always Looking For cont.

- Stories on unique food, lifestyle, or cultural experiences around the world (see: [10 Easy Ways To Find Authentic Gelato in Italy](#), [This Small Town in Nova Scotia is Canada's UFO Capital](#), [Why People on This Tiny Greek Island Live so Much Longer Than the Rest of the World](#)).
- Any pitches from members of under-represented groups in travel on how to make the travel/outdoor/wellness experience better (see: [A Guide To Feeling Your Best as a Plus-Size Spa Guest](#)).
- Stories on niche communities: being in a niche community, about niche communities, etc. What is a niche community? Think: a ping-pong enthusiast community in Bhutan, or a group of Seattle baristas pushing the bounds of latte-foam art. We're open to ideas!

We Are Not Looking For

- Photo essays (unless specifically requested in a pitch call).
- Profiles of people or businesses.
- Bloggy or overly promotional pitches. Matador Network is not a blog. We want honest editorial content, not text that sounds like it was written by a tourism board.
- Family travel stories, single hotel stories or hotel roundups, current events/news stories, or guides to destinations. These are all done in house.
- Pitches for places you're going. Please wait until you're back to pitch us.
- Please avoid pitching any personal narratives that lack a broader appeal. We're not interested in diary-style trip reports without a greater takeaway.
- Please do not pitch any destination, hotel, or topic with which you have a professional affiliation or that may otherwise pose a conflict of interest.

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