

# Article pitching guidelines for writers

Lonely Planet's [website](#) is packed with inspiration and information for travellers – and we're always eager to add more. We commission a wide range of articles from our pool of established writers, as well as selected freelance contributors.

In addition to the many articles that focus on a single destination, we're also looking for multi-destination pieces that reflect the following themes: [adventure travel](#); [art and culture](#); [backpacking](#); [beaches, coasts and islands](#); [family holidays](#); [festivals](#); [food and drink](#); [honeymoon and romance](#); [road trips](#); [travel gear and tech](#); [travel on a budget](#); [wildlife and nature](#).

If you want to pitch an idea for an article, this document gives a sense of what we're looking for, how to structure your pitch and who to contact.

## WHAT WE'RE LOOKING FOR

---

**Original ideas** – we don't want articles simply to repeat the content on a destination page; they should add value in their own right. In practice, this means finding a fresh angle, be that something topical about a destination, approaching a place through the lens of a theme, or zooming in on a travel experience.

**Stuff that fits** – your best guide to what we want is what we already publish. Check out the articles we feature regularly on Lonely Planet's [homepage](#), destinations pages (such as for [Paris](#); scroll down to the 'Articles' section, or click 'Articles' from menu beneath main image) and our social media channels to get a feel for our content.

**High-quality images** – if you're a photographer as well as a writer, please include a link (no attachments, please) to some of your work, as we might be interested in using your images as well.

## STRUCTURING YOUR PITCH

---

Every pitch should include:

- A working title of 10 words or fewer
- A short paragraph that outlines your idea
- A handful of bullet points explaining how you'd break it down
- A sentence explaining why you're qualified to write the article
- Links to your previously published articles (on lonelyplanet.com or elsewhere)
- A clear disclosure statement if any part of the travel covered in your article was provided free of charge (please see 'Transparency' below for more details)
- Details of images you'll be able to supply, if relevant

Please don't send us:

- A vague idea that lacks detail
- An idea that we've already covered on our website
- A draft of an article you've already written
- Any previously published work

## WHO TO CONTACT

---

If your pitch covers multiple destinations or a practical aspect of travel, please send it to [editorial@lonelyplanet.com](mailto:editorial@lonelyplanet.com).

If it focuses on a specific destination, please send it to the most appropriate editorial desk. You'll find a list of email addresses for these desks at the bottom of the '[Become a contributor](#)' page on our website.

## WHAT HAPPENS NEXT?

---

We get a lot of emails and can't reply to everyone. If you haven't heard back from us after two weeks, please assume that your pitch wasn't successful this time.

If we like your idea and commission an article, you should be forwarded the **article guidelines for writers** document for further guidance (be sure to ask for it if need be). Your editor should also let you know if there are any additional requirements to consider for that particular piece.

## TRANSPARENCY

---

Lonely Planet's Editorial Guidelines are clear on the matter of writers receiving travel services (flights, accommodation, meals, etc) free of charge:

*"We do not accept money or other services in exchange for coverage or publicity. When entering into an external relationship we must ensure that our editorial impartiality and integrity are not compromised and that we retain editorial control of our content."*

In practice, this means:

- No contributor (Lonely Planet pool writer or freelancer) is ever allowed to pitch for or accept press trips on behalf of Lonely Planet.
- All writers must declare any free/discounted travel services or support involved in researching/producing the proposed content at the time of pitching. To be clear - if any part of your travel was provided free of charge (or discounted), it must be disclosed in your pitch. In this scenario, we always include the following transparency statement at the end of the article: 'Writer B travelled to/in Destination A with support from Organisation B. Lonely Planet contributors do not accept freebies in return for positive coverage.'
- No Lonely Planet pool writer being paid to research content for our website's destination pages or our guidebooks is ever allowed to accept any free or discounted travel services or assistance

## CREDITS

---

If we publish the article, it will feature your name in the byline.