

goandtravel.co

YOUR PREMIER TRAVEL PARTNER



LEISURE ~ ADVENTURE ~ TRAVEL



G&T HUB

At G&T we endeavour to find the best travel stories from around the world and make sure that they are told in an exciting and informative way!

G&T Hub is where we bring together role players (writers, publications and those looking for exposure) in the travel industry to share the latest travel news and stories. The stories are out there, the broadcast platforms are ready for content and a global team of writers, photographers and videographers are discovering everything that this planet has to offer. Whatever your interest in travel, G&T Hub wants to help as we partner with you in our common quest for adventure and new experiences.

THE HUB



NEED A STORY TOLD?

Let us help promote your business or tourist attraction, no matter which part of the travel and tourism industry you are part of.



LOOKING FOR A STORY?

Place your order for our customised and high quality travel content for your media website, publication or magazine.



WRITE FOR US

Apply to join our team of highly skilled freelance travel writers, photographers and videographers – new writers are welcome.



G&T MAGAZINE

The front door of G&T is G&T Magazine. G&T Magazine is an online magazine featuring the best stories from around the globe. You can subscribe to our quarterly e-magazine (free of charge) or read the articles that are released on a weekly basis on our website (goandtravel.co). Be sure to check out our social media platforms to avoid missing out on the latest stories and updates:

OUR COMMUNICATION PLATFORMS

- Quarterly Magazine
- Website – weekly article
- Facebook
- Instagram
- Twitter
- Pinterest
- Youtube

MAGAZINE STATISTICS

Date of Statistics:	
Website (approximate visits per month)	
Magazine (Quarterly, emailed to subscribers)	
Social Media	



DEMOGRAPHICS

G&T targets those who enjoy travelling, adventure and the outdoors or those who like to experience new places vicariously through captivating journalism. The magazine caters to a broad range of ages and showcases travel ideas that suit a variety of budgets. By featuring a “Know before you go” section after each article, we seek to help our readers plan a similar travel experience of their own.

contact us at info@goandtravel.co

NEED A STORY TOLD?

Our approach to advertising is to promote experiences and products that we believe in – only the best will do!

We aim to do this by providing a variety of marketing channels tailored to suit your business or product needs for long-term brand promotion.

No brand is the same and so no brand should be marketed in the same way. If you have an idea of how you may like to partner with us, please email us so that we can brainstorm unique strategies for your brand. Here are a few strategies that have been successful with other clients;



ADVERTISE ON G&T

Weekly, monthly or annual advertising which redirects traffic to your brands' website is an effective way to build brand traction. If we believe your product or experience is what our readers need, we want it on the site.

We can generate different stories for various publications from one experience.



WRITTEN EXPOSURE

Travelers and adventurers want to hear about other people's experiences of places or products before they commit to paying for it. If you have a product or experience worth talking about, we have experienced and professional writers who are eager to help showcase it in the best way possible.



RUN A COMPETITION WITH G&T

Our content targets the adventurous traveler. From our experience, competitions draw a far greater audience than a standard marketing campaign. If you have a product or experience that you would like to offer as a competition, we will run the campaign for you.

GO AND TRAVEL WITH...* INSERT YOUR BRAND*

Some brands pair perfectly with travel and could complement a section on our website where readers can see your brand in action.



SOCIAL MEDIA ATTENTION

Nobody can ignore the impact social media has on the world around us. G&T has dedicated staff running these channels to ensure that your story is shared with our growing network.

STANDARD RATES

Article advert (Banner)	
Website Advert (Banner)	
Website Advert (Block)	
Social media promotion	
Advertising in quarterly magazine	
Feature article with links to your website	

*Advert to be supplied by client as high resolution image. Adverts are placed on the website for a month, with the exception of the Magazine advert which is a banner advertisement placed in the E-magazine and emailed to our subscribers.

For tailored proposals to suit your needs contact us on info@goandtravel.co

DO YOU NEED CONTENT FOR YOUR PUBLICATION?

With our in-depth and hands-on experience in the media industry and access to writers all over the globe, we can put top quality content together. Let us take the hassle and stress out of the process for you.



STANDARD ARTICLE PRICES:

Price per word	
Price per photo	

Contact us for a customized quote
info@goandtravel.co.



PUBLICATIONS THAT HAVE USED OUR CONTENT

Sunday Times

South Africa's biggest Sunday newspaper
 Weekly readership: 3 411 000

Wanderlust
 magazine

Adventure travel magazine in the United Kingdom
 Monthly readership: 400 000

THE MERCURY

Durban Newspaper
 Daily readership: 234 000

juice

Mango airline in-flight magazine, South Africa
 Monthly readership: 310 000 passengers

time & leisure

Glossy monthly magazine in South West London
 Monthly readership: 365 000

PublicSector PSM
 MANAGER

South African government monthly magazine
 Readership: 60 000 government officials

TRAVEL IDEAS
 FOR LOVERS OF MULTITUDE

Magazine available throughout South Africa
 Distribution: 20 000 copies distributed every second month

CAPE TIMES

Cape Town Newspaper
 Daily readership: 258 000

OUR PROMISE

Reliable.

We deliver articles to you when you need them, whether that is weekly, monthly or ad hoc. On time, every time.

Professional.

Our articles are written by seasoned travel writers and proof read by our team of editors, with the result that our articles arrive in your inbox ready to publish. Every time.

Variety.

We have a pool of talented writers with different writing styles, different experiences and different geographic locations, meaning the articles delivered to you will be constantly fresh and inspiring.

Made to order.

You can tell us what, where, how and who, and we'll do the rest.

WRITE FOR US

G&T is constantly scouting out the best writers to ensure that our readers enjoy realistic, inspiring and beneficial accounts of travel experiences from around the globe. In addition to G&T magazine, G&T hub extends the publication of media to our partners and clients where the content is applicable.



A top selection of articles are featured in our quarterly magazine, which is mailed to our subscribers. Other features are released weekly.

WHAT MAKES MY ARTICLE A GOOD FIT FOR G&T MAGAZINE?

G&T encourages their readers to explore exciting destinations, align themselves with local culture and cuisine and actively pursue adventure. All articles conclude with a “know before you go” section so that our readers can embark on their travels armed with the necessary information to make the most of their trip.

Our writers tell inspiring stories and present their content in unique ways. Article titles should captivate our readers and sound like a snippet of an enticing conversation that you would want to be a part of. Here are some article titles we liked:

I could not get time off work to travel to Rio so I qualified for the Olympics instead.
How Tokyo Became Asia's Graffiti Capital
How to Move Abroad When You're Young and Broke

WHAT TYPE OF WORK GETS FEATURED IN G&T MAGAZINE AND ON THE WEBSITE?

Destination Features

These are longer features which detail the experience of a recent trip to give our readers the insight to put together their own adventure.

Upcoming Events/ Interviews/ Travel Advice/ Knowledge Specialist

These are shorter extracts which add great value to the travel experience.

Video Stories

These should be between two and three minutes and showcase your experience in a similar way to written destination features.

Food

A taste-bud tingling photograph and 200 words about a meal is a simple idea, but effective if you are out experiencing a different culture or perfecting a new recipe. Timelapse video's work well to show how the meal was prepared.

Use our name and get creative

Gin and tonic is a well-loved drink that is enjoyed all over the world. If you need an angle for a short story, send us a picture of yourself enjoying a G&T in an exotic destination and write a few words about where you are.

