

trivago Magazine Writers Guidelines

About

trivago Magazine is an online magazine for hotel and travel lovers, by hotel, and travel lovers. These guidelines provide a general introduction to a strong, distinctive and powerful brand expression.

Index

- Introduction
- Formatting
- Imagery
- Copy guidelines
- Contact

Our stories:

**Showcase the most
worthwhile experiences
in destinations across
North America.**



Our stories:

Connect every kind of traveller to their ideal accommodation.



Our stories:

**Inspire readers to travel
often and make the most
of every trip.**



Formatting

Keep it simple.

- ✓ Follow AP style
- ✓ Submit your draft as a Google Doc with share settings set to "Edit"
- ✓ Use Times New Roman 12-point font
- ✓ Keep your copy single-spaced, without paragraph indents

Photography style

Keep it authentic.



Do's:

- feel real and natural looking
- show a story
- draw readers into the moment
- high-quality, something a destination would use to promote themselves



Don'ts:

- colour filters
- posing
- staged, artificial composition



Image logistics

Keep it small (and legal).

- ✓ Landscape photos should be at least 1920px wide. Portrait photos should be at least 1080px wide.
- ✓ File size should be under 200kb. (You can resize easily using [this site](#).) Use file names that make it clear what it is, where it was taken and who the photographer was.
- ✓ External images must be cleared for commercial use on all trivago Magazine distribution channels (site, paid social media promotion, email newsletter, press releases).
- ✓ Send the links that correspond to downloaded images.

5 Copy guidelines

We love stories with...

Hotel Experiences

Hotels mentioned must have deals available on trivago with a green rating of 7.5 or higher. Please check to ensure hotels you write about have availability throughout the year. The hotels you select for the article should also add to the experience of the destination. (E.g. on-site restaurants, thematic maps of the area, bike rentals, etc.)

Voice

Start your piece off with an introduction that puts the reader in your destination. ([Consider this example.](#)) Feel free to let your personality shine through.

Originality

You can include a bit of “touristy stuff” in your stories, but we are especially looking for unique, off-the-beaten-path suggestions. Showcase your local expertise, not your ability to use the internet.

Detail

Your favourite dish on the menu (and why?), what’s packed in your purse, the sights, smell and tastes of the city – it’s the little details that bring travel writing to life. Let’s hear about the little anecdotes that made your visit from the story the shopkeeper told you, to the reason why you’ll take the tallship over the zodiac boat next time.

Additional Sources

Take your story to the next level with compelling quotes from relevant sources. Whether it’s the owner of the coffee shop you’re recommending, a representative from your local tourism office or another expert traveler, utilize other perspectives. Include links to any mentioned businesses.

Copy Guidelines
Continued

Stories we don't love...

Where/were/wear

Silly grammatical and spelling mistakes. Run your work through a spell check set to **English (Canada)** before submitting it. Grammarly can also proof for Canadian English.

Um.....uh.....yeah.

Choppy, unnatural flow. Sleep on it and read the piece out loud to yourself the next day to catch any awkward phrasing or redundant diction.

!!!!!!!!!!!!

Excessive exclamation points. We understand that you're excited about your travels (we are too), but we don't want to shout at our readers.

"Beautiful, Amazing"

Bland, overused words like "breathtaking," "beautiful" and "vibrant." These words are a dime a dozen in travel writing, so challenge yourself to find other, more specific ways to express your ideas

WTF LMAO

Abbreviations. Spell out numbers under 10, spell out time increments like minutes and seconds, etc. When in doubt, spell it out.

Invoices

Let's talk numbers.

Please send your invoice via email as a PDF and include the following info:

- Full Name
- Billing Address
- Telephone Number
- PayPal Email Address
- Social Insurance Number
- Issue Date
- Article Name
- Amount Due
- trivago's Full Address:
trivago N.V
Kesselstr. 5-7
40221 Düsseldorf

Have your own idea?

Pitch us.

Use our search bar to read all of the Magazine content on your proposed destination to be sure we have not already published a similar piece.

Think you have something good?

Send over a brief story pitch to:

Partnerships: [Emma Sullivan](mailto:emma.sullivan@trivago.com) (emma.sullivan@trivago.com)

Be sure to include:

- Your specific angle as well as the “why now?” for the story (note this needs to be much more specific than “there’s a new interest in tourism here”)
- Why you’re the best writer for the job (Are you from this place? Do you currently live there?)
- Your desired timeline
- Additional sources (if applicable)
- A suggested target audience (Who will care about this story?) (We do not accept unsolicited stories)
- The names of the trivago-listed properties you plan to include and a link.

Impress and contact

This guideline has been published by trivago N.V.
Kesselstraße 5-7, 40221 Düsseldorf

© 2018 trivago N.V.

This document and all embedded files are protected
by copyright and are not to be shared or published
without specific permission.