

# 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.

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**Our stories:**

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





**Our stories:**

# Connect every kind of traveler to their ideal accommodation.





**Our stories:**

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





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## Formatting

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# Keep it simple.

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- ✓ Follow AP style
- ✓ Submit 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:**

  - color filters
  - posing
  - staged, artificial composition



## 3.1 Imagery 101

# The Storytelling Side.

If you can see a face, do they have a natural facial expression and posture?

**Top tip:** Look for tension in muscles. Do they know the photo is being taken?

Is the scene in the image convincing and credible?

**Top tip:** Think...could I experience a situation like this?

Do you know what you're looking at?

Is there a relevant story you can tell about the image?

Does the image convey an atmosphere?

**Top tip:** If you were in the image, how would the air feel on your skin? What can you smell?

Is the image differentiating enough that it won't get lost in the visual jungle?

**Top tip:** Think...have I seen this before? Is it a typical stock image?

### **Want more info?**

Check out the Imagery Guidelines at [tinyurl.com/imagery-guide](https://tinyurl.com/imagery-guide)

## 3.2 Imagery 101

# The Technical Side.



No uniform light

**Top Tip:** Look for shadows and highlights



No harsh artificial light



No color filters



No over saturation



No tilted angles



No unnatural perspectives

**Top Tip:** Avoid drone and aerial shots. Avoid angles too low and too high



No uniform focus

**Top Tip:** Look for depth in the image. Some areas are out of focus, the important area is in focus



No uniform, static compositions



No lens distortion



No obvious, bad editing

**Top Tip:** Look for vignettes or unnaturally light areas



## 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 (blog, 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 before submitting it.

## 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.

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## Invoices

# Let's talk numbers.

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

- Full Name
- Billing Address
- Telephone Number
- PayPal Email Address
- Social Security 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 ([emma.sullivan@trivago.com](mailto: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.
- Please allow us three weeks to consider your pitch. If you haven’t heard back from us before then, then please assume we’ve decided to pass.

## **Impress and contact**

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This guideline has been published by trivago N.V.  
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