



East-West News Service ®
Travel, History, Culture



Advertising & Media Solutions Kit 2022

eastwestnewsservice.com

People Love *East West News Service*



A unique, fast-growing travel website that features stunning images from some of the finest travel photographers in America, *East-West News Service* offers well-researched and colorfully written articles that inform and entertain. Since its inception, EWNS has been a resource for sophisticated travelers who like to explore the history, culture and economy of world-famous and lesser-known global destinations.

East-West News Service appeals not only to Americans seeking to travel domestically and internationally, but also to Asian, Arab, European and Latin American travelers looking to explore the United States. *EWNS* is an international, cross-cultural platform that believes its mission is to help the traveling public and the travel industry reestablish connections temporarily lost during the pandemic.

Our Global Reach



Our Reach

123 Countries



Monthly Readership

10,000+ Unique
Visitors Monthly



Age Range

14% Ages 18-24
25% Ages 25-34
21% Ages 35-44
17% Ages 45-54
15% Ages 55-64
8% Ages 65+



Top 10 Countries

USA, Canada, India,
United Kingdom, Germany,
France, Australia, Philippines,
Mexico, Vietnam



Reader Demographics

English-Speaking
College Educated
Frequent Travelers



Gender Distribution

69% Males
31% Females



Reach

5.9 Million



Impressions

2.2 Million



Audience

63,000 Worldwide

How EWNS Advertising Works

East-West News Service Advertising & Media Solutions offers a full range of ad sizes, discount packages and distribution plans plus an editorial calendar of upcoming themed issues.

Within this Media Kit, you will find a viewable and downloadable General Rate Card and an Ad Design Rate Card for clients who need help designing their ads. We also provide a link to EWNS Shop, where you can buy your advertising packages online.

While feature articles, photo essays and blog posts are added to *East-West News Service* each week, advertising will be purchased and published on a monthly basis. Closing dates for submission of pre-designed ads are 30 days in advance of the first ad run date - 45 days in advance for ads that EWNS is asked to design for the client.

Reach a Rep

Please contact our Advertising Rep to learn more about promotional opportunities, scheduling, design specs and if your campaign qualifies for a discount package.

Advertising Rep:







Jian Huang

eastwestnewservice@gmail.com

or use the [contact form](#) on our website

General Ad Rate Card

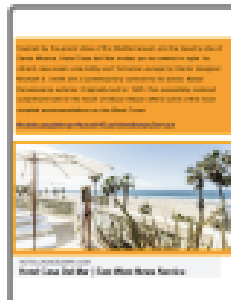
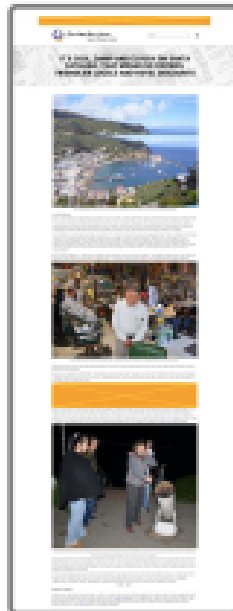
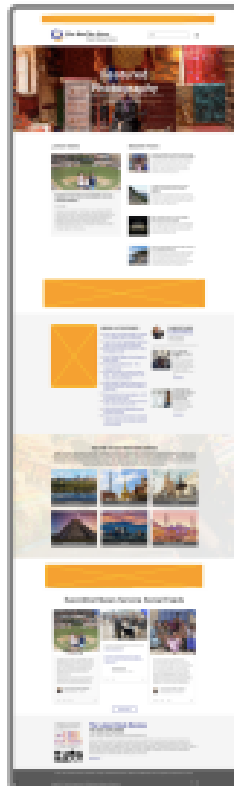
Cost of ad and ad packages for all clients.

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|  <p>Homepage Leaderboard Duo Ad Placements: 2 <ul style="list-style-type: none"> • 1200 x 50 (Ad 1) • 1200 x 200 (Ad 4) Duration: 30 days Price: \$1,200.00</p> |  <p>Homepage Large Rectangle Ad placements: 1 <ul style="list-style-type: none"> • 370 x 485 (Ad 3) Duration: 30 days Price: \$650.00</p> |
|  <p>Additional Homepage Leaderboard Duo Ad placements: 1 <ul style="list-style-type: none"> • 1200 x 100 (Ad 2) Duration: 30 days Price: \$750.00</p> |  <p>Homepage Takeover Ad placements: 4 <ul style="list-style-type: none"> • 1200 x 50 (Ad 1) • 1200 x 200 (Ad 2) • 1200 x 200 (Ad 4) • 370 x 485 (Ad 3) Duration: 7 days Price: \$2,495.00</p> |
|  <p>Interior Leaderboard Duo Ad placements: 2 <ul style="list-style-type: none"> • 1200 x 50 (Nav) • 1200 x 200 (Rotating Ad) Duration: 30 days Price: \$ 1,000.00</p> |  <p>Mid-Article Leaderboard Ad placements: 1 <ul style="list-style-type: none"> • 1200 x 200 (Rotating Ad) Duration: 30 days Price: \$700.00</p> |

General Ad Rate Card

Cost of ad and ad packages for all clients.

Full Site Takeover



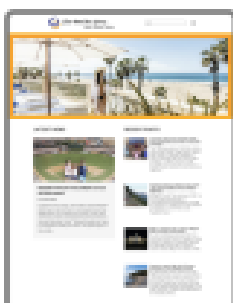
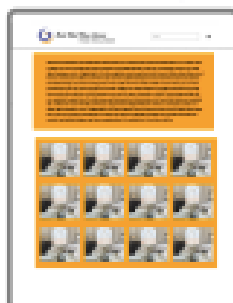
Ad placements: 7

- 1200 x 50 Homepage Leaderboard (Ad 1)
- 1200 x 50 Interior Leaderboard (Nav)
- 1200 x 200 Homepage Leaderboard (Ad 2)
- 1200 x 200 Homepage Leaderboard (Ad 4)
- 370 x 485 Homepage Large Rectangle (Ad 3)
- 1200 x 200 Interior Mid-article Leaderboard
- 1 Featured post on Facebook

Duration: 7 days

Price: \$2,995.00

Photo Essay Advertorial



Ad placements: 1

- 500 words of intro copy and 12 high-resolution photos to be featured as a photo essay on the EWNS website (Marked as Advertorial).
- One featured photo in the Homepage Carousel that links to one interior Photo Essay page with high-res photos and captions (Marked as Advertorial).

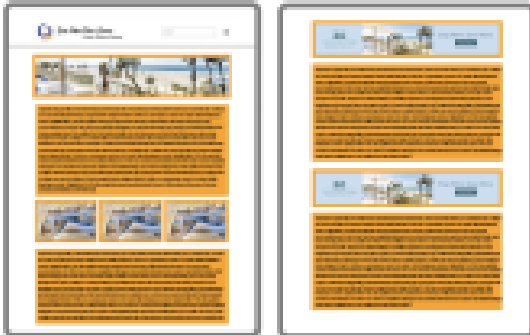
Duration: 30 days

Price: \$2,500.00

General Ad Rate Card

Cost of ad and ad packages for all clients.

Advertorial Text with Visuals

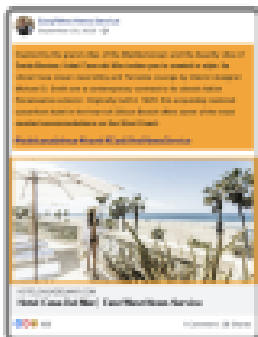


Ad placements: 1

- 800 to 1500-word article with 3 to 5 photos (Marked as Advertorial)
- One homepage leaderboard ad (1200x200 - Ad #2 or #4) that is linked to the interior page featuring the article and the article and photos (Marked as Advertorial).

Duration: 30 days

Price: \$1,500.00

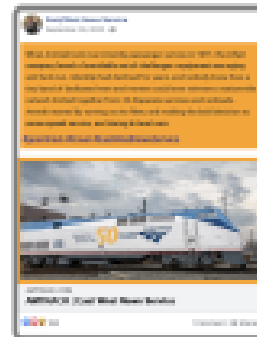


Add-On to Ad Package Featured Facebook Post

Ad Placements: 1

- Featured Facebook Post

Price: \$350.00



Free-standing Featured Facebook Post

Ad Placements: 1

- Featured Facebook Post

Price: \$500.00

Let Us Design Your Ads

We are here for clients who need help crafting their advertisements. Standard designs use client-provided content (logos, photos, copy, etc.). Deluxe designs are created by the EWNS ad team to achieve a client's specific advertising goal.



Purchase Your Ad Online

EWNS also offers a Ad Shop (use QR code to view) where you can explore our advertising options and purchase your advertising campaign online. We recommend speaking with our Ad Rep first to check special offers and timing.



Award-Winning Travel Writing



EWNS editor **David DeVoss** began his journalism career as the youngest staff correspondent ever hired by the Time-Life News Service, later becoming at the age of 24 a war correspondent in Saigon.

In 1985, he joined the Los Angeles Times Magazine, where he won three national writing awards in four years. In 1998, after 30 years in journalism, DeVoss entered the field of international development, where—among other assignments in Bosnia, Afghanistan and East Timor— he served as the Senior Information Officer for the U.S. Agency for International Development in Iraq.

On four occasions during the 2000s, DeVoss received the Best Magazine Story of the Year Gold Award from the Society of American Travel Writers for work appearing in Smithsonian and other publications. In 2019, he won Gold Prizes for international travel writing from both SATW and the North American Travel Journalists Association for reporting on Rwanda. EWNS contributors also include:

Liz Campbell is a former resident of Burma, India, Tanzania, Brazil and the UK. In 2021, both SATW and the Travel Media Association of Canada honored her for Best Photography and Best Historic and Cultural Feature Writing.

Peter Greenberg is the Emmy-winning Travel Editor for CBS News, whose CBS Eye on Travel radio program broadcasts from a different location around the world each week. Peter also hosts the Travel Detective show on PBS.

Mark Orwoll is the former International Editor of Travel + Leisure magazine. His accolades include a 2021 Gold Award in Adventure Travel Writing from the North American Travel Journalists Association.

Jacqueline Swartz is a NATJA award winner whose interests range from food to philosophy. Before joining EWNS her stories appeared in Agence France-Presse and Conde Nast Traveler.

Nancy Wigston won First Prizes in International Travel Writing (2018) and People Photography (2020) from the Society of American Travel Writers.