

media kit

ADVERTISING & MEDIA SOLUTIONS 2022

Photo credit:
Charles Cecil, *Discovering Bhutan*



East-West News Service[®]
Travel, History, Culture

Our Global Reach



Countries

122 Countries



Audience

826,000 Worldwide
15,000+ readers 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



Ad Reach

12.5 Million



Ad Impressions

23.9 Million



Ad URL Clicks

1.2 Million

Our Contributors

EWNS editor [David DeVoss](#) began his journalism career as the youngest staff correspondent ever hired by the Time-Life News Service, becoming at age 24 a war correspondent in Saigon. He later worked as a correspondent and Bureau Chief in Houston, Montreal, Detroit, Hong Kong, Bangkok, Mexico City and Los Angeles.

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. In 2019, he won Gold Prizes for international travel writing from both SATW and the North American Travel Journalists Association for reporting on [Rwanda](#). His photo essay on [Afghanistan Beyond the Hindu Kush](#) received a Silver Medal from SATW in 2022. EWNS contributors also include:

[Liz Campbell](#) is a former resident of Burma, India, Tanzania, Brazil and the UK. In 2021 and 2022 the Travel Media Association of Canada honored her for Best Photography and Best Historic and Cultural Feature Writing. Campbell also won two SATW editorial awards in 2022 for EWNS stories on [Newfoundland](#) and [Costa Rica](#).

[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 and a 2022 SATW Silver Award for [food & travel reporting](#).

[Karin Leperi Pezo](#) recently won a Lowell Thomas Travel Journalism Silver Award for her EWNS feature, [Living in the Land of New Mexico Chiles](#).

[John Poimiroo](#), editor of CaliforniaFallColor.com this year received two California Outdoor Writers Association Excellence in Craft awards for [EWNS stories](#) on [cycling in Ireland](#).

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



Stories
The Áo Dai's Flowing
Elegance Mirrors
Vietnamese Femininity

Views
27k



Life and Death Under
the Volcano in Bali

19k



E-Bikes: The Anyone
Can Do It Adventure
That's Healthy,
Affordable and Fun

7k



Living In The Land of
New Mexico Chiles

6k

Recent Traffic

East- West News Service is an award-winning travel news site that features stunning images from some of the finest travel photographers in America. We offer well-researched and colorfully written articles that inform and entertain. Since our 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.

Photo credit:

Greg Vaughn, *Rafting The Middle Fork Salmon River*

about

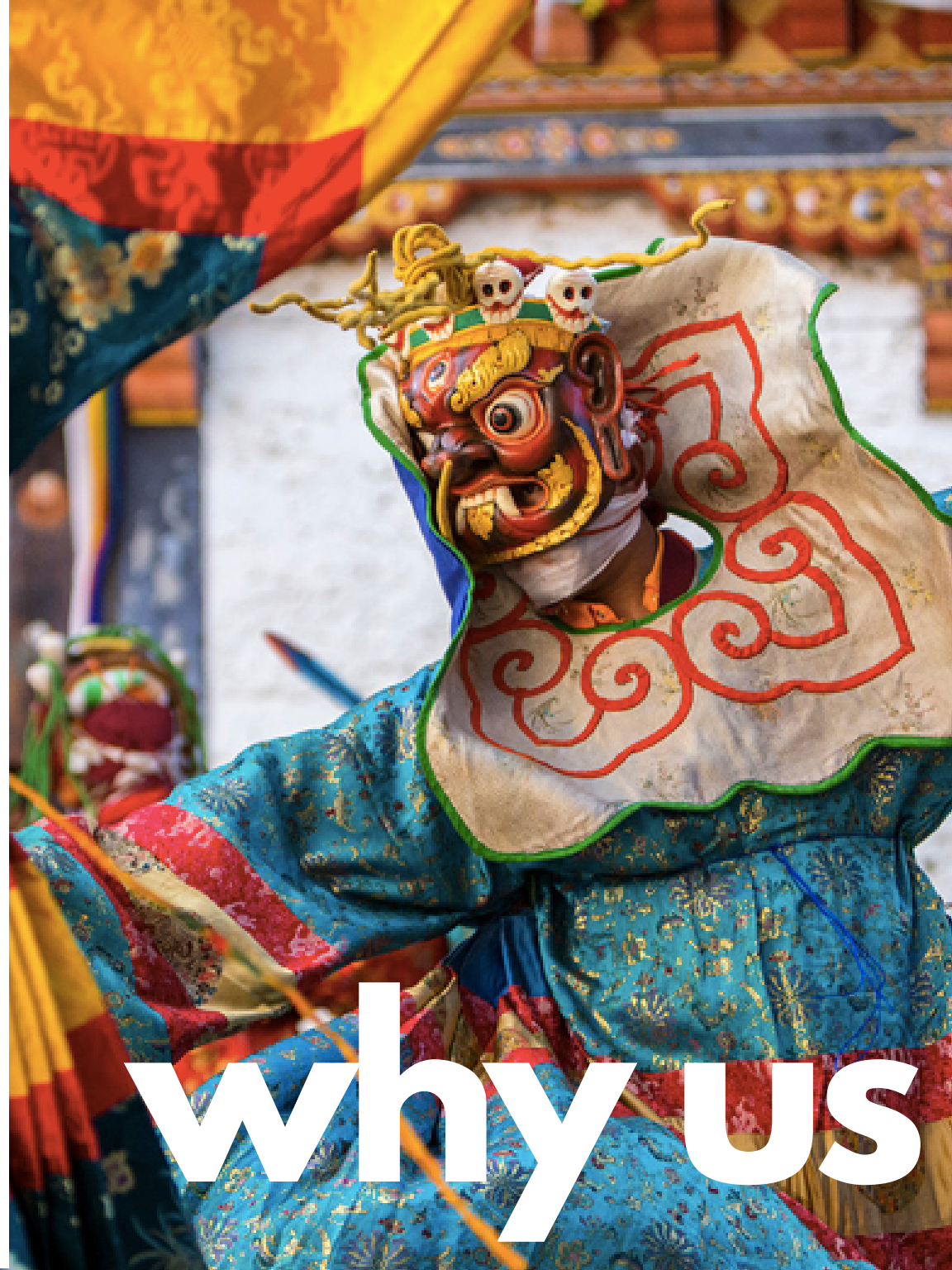


East-West News Service Advertising & Media Solutions offers a full range of ad sizes, discount packages and distribution plans plus an editorial calendar of upcoming themed issues.

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.

Photo credit:
Charles O. Cecil, *Discovering Bhutan*



why us

Ad Rates

DIGITAL & WEB

Digital Rate Card	per week
Homepage Leaderboard	\$500
Interior Leaderboard	\$500
Mid Article Leaderboard	\$450
Homepage Banner	\$450

Sponsorship	per week
Homepage Takeover	\$600
Advertorial	\$450

Social Media	
Post on FB & IG	\$150
Post + Story on FB & IG	\$250

Discount packages available if purchasing multiple ads. Please contact us for more details.

CONTACT

Jian Huang, jian@phcollective.co