

media kit

ADVERTISING & MEDIA SOLUTIONS 2025

Photo credit:
Charles Cecil, *Discovering Bhutan*



East-West News Service®
Travel, History, Culture

Our Global Reach



Countries

122 Countries



Audience

2.1 Million Readers Worldwide
29,000+ 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

66% Males
34% Females



Ad Reach

20 Million



Ad Impressions

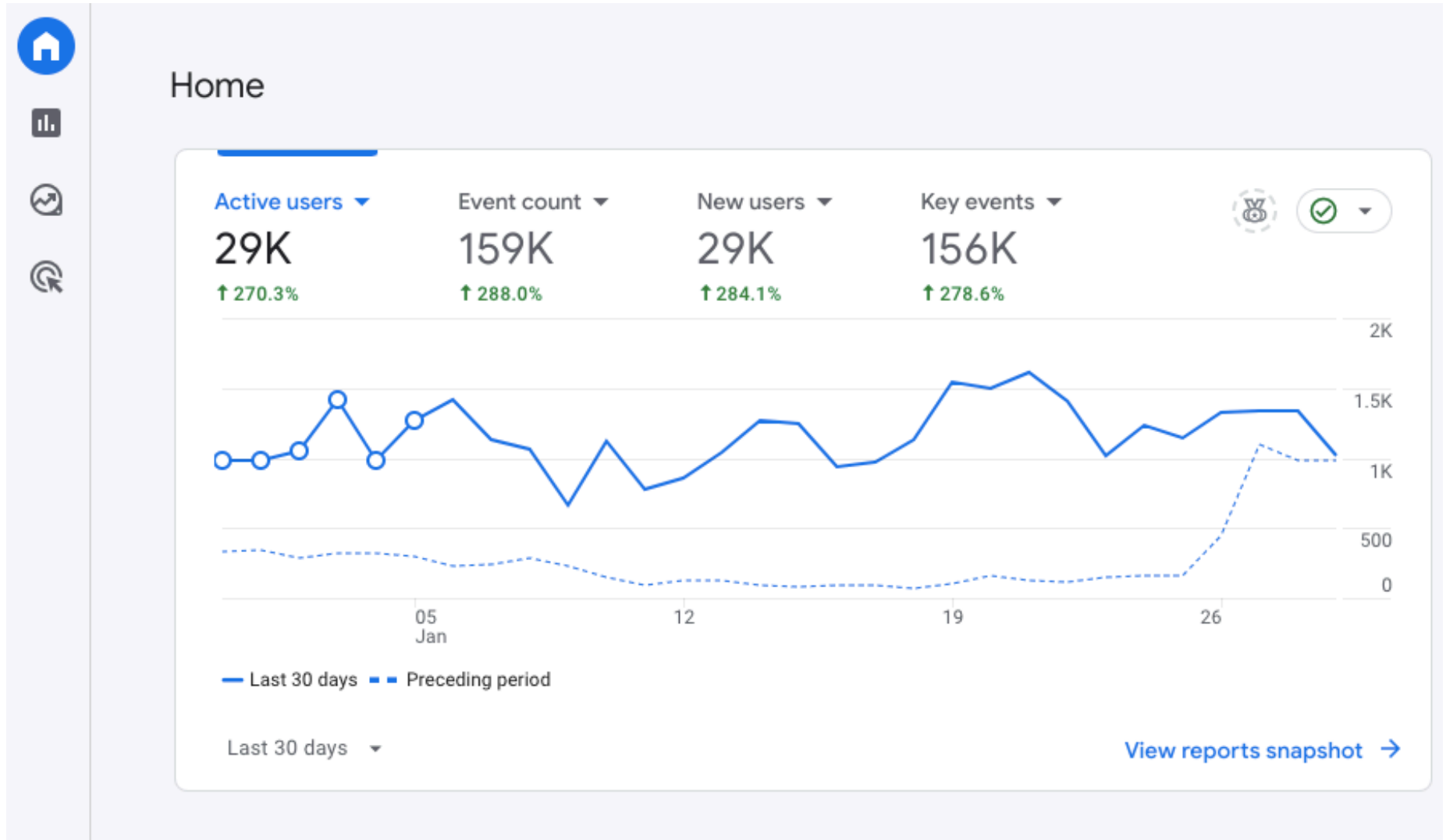
40 Million



Reader Interests

Media & Entertainment
Food & Dining
News & Politics
Shoppers
Travel
Beauty & Fitness

Our Global Reach



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 the Society of American Travel Writers (SATW) in 2022 and his essay [Poupon U](#) received a Silver Medal in 2023. 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 each week. He is a recipient of the Excellence in Broadcasting Award from the Aviation Space Writers Assoc. of America.

[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

Harry and Hermione,
Watch Out! Britfield's
Tom and Sarah are
Coming

Views

88k



The Áo Dai's Flowing
Elegance Mirrors
Vietnamese Femininity

78k



Life and Death Under
the Volcano in Bali

23k



Herculaneum Then and
Now

18k

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*





2024

**Society of American Travel Writers
Western Chapter**

David De Voss

Gold Award

Travel Website
East West News Service

This website has striking photography and destination stories that take you deep into history and culture. Diverse voices have readers coming back for more.



2023 Travel Website Award

TO

EastWestNewsService.com

GOLD

"This website is rich with stories, not only about worldwide destinations but history and culture as well. A wealth of writers keeps readers visiting time and time again."

University of Missouri School of Journalism

A handwritten signature in black ink that reads "David Lang". The signature is fluid and cursive, with the first letters of the first and last names being capitalized.

David Lang
CHAIR, WESTERN CHAPTER



NORTH AMERICAN TRAVEL JOURNALISTS ASSOCIATION

is pleased to present the

33rd Annual NATJA Awards Competition

GOLD AWARD

Independent Travel Website

East West News Service

David DeVoss

A handwritten signature in blue ink, appearing to read 'Helen Hernandez'.

Helen Hernandez, CEO
February 21, 2025