media kit

ADVERTISING & MEDIA SOLUTIONS 2026



Photo credit:
Charles Cecil, *Discovering Bhutan*

East-West News Service®
Travel, History, Culture

Our Global Reach

Countries
122 Countries

Audience
2.3 Million Readers Worldwide
79,000+ 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

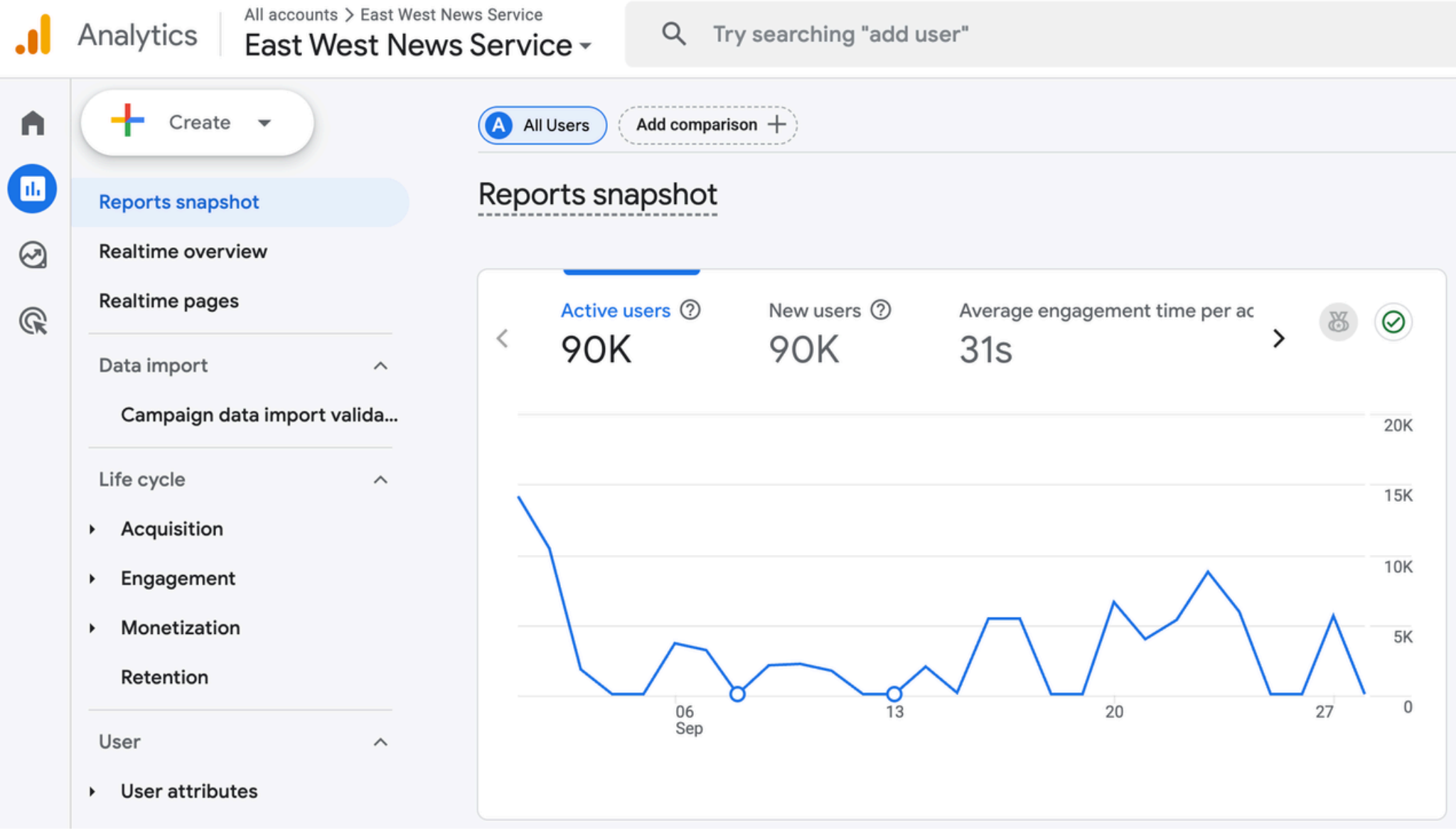
Gender Distribution
66% Males
34% Females

Ad Reach
21 Million

Ad Impressions
43 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 at age 21 as the youngest staff correspondent ever hired by Time Magazine. A war correspondent in Saigon at age 24, he later worked as a correspondent and Bureau Chief in Houston, Detroit, Hong Kong, Bangkok, Mexico City and Los Angeles. In 1985, he joined the Los Angeles Times, 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 after 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 story *To Lhasa and Beyond on the Road to Shangri-La* received a silver award for cultural photography.
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 received 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 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 the prestigious Society of American Travel Writers' Lowell Thomas Travel Writer of the Year silver award for 2025.

Cynthia David recently received a 2025 SATW Medal of Excellence for Canada's Best Culinary Story: Pizza From Working Class to Upper Crust.

John Poimiroo, has been honored over 80 times for travel writing and communications, including being named California Outdoor Writer of the Year twice and receiving four major writing and photojournalism awards for EWNS stories on cycling in Ireland and California.

Teresa Bergen is a Portland journalist with an MFA in fiction writing who authored the Sober Travel Handbook, Historic Cemeteries of Portland, Oregon and Easy Portland Outdoors. She's also won numerous SATW writing awards including a 2026 gold medal on the cruise industry.

Recent Traffic

	Stories	Views
	Sounds of Türkiye: Minarets and the Cat's Meow	167k
	The Áo Dai's Flowing Elegance Mirrors Vietnamese Femininity	162k
	Yosemite's El Capitan Delivers Joy, Peril and Life Lessons	72k
	Relics, Miracles, and Faith Light the Way Along Spain's Camino de Santiago	39k

about

The *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 valued resource for sophisticated travelers who like to explore the history, culture and economy of world-famous and lesser-known global destinations

The *East-West News Service* appeals not only to North Americans traveling both domestically and internationally, but also to Asian, Arab, European and Latin American travelers looking to explore the parks, prairies and major cities of the United States and Canada. *EWNS* takes pride in being an honest, cross-cultural platform that believes its mission is to help the traveling public and the hospitality industry make good decisions about where to invest their time and travel dollars.



Photo credit:
Greg Vaughn, *Rafting The Middle Fork Salmon River*

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 DeVoss

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.

SOCIETY OF AMERICAN TRAVEL WRITERS
TRAVEL'S MOST TRUSTED VOICES

Western Chapter

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

David Lang

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

Helen Hernandez, CEO
February 21, 2025