

PRontheGO Journalist Pitching Guide 2023

For PRontheGO, journalists, bloggers and reporters reveal how entrepreneurs can pitch them.

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Founder and publisher of Lucire, started in 1997.

What are the media outlets you're contributing to?

Lucire, Lucire KSA, Lucire Rouge, Lucire Men

What are the topics you cover?

Fashion, beauty, automotive, travel, lifestyle

What are the stories you look out for?

Good design and social purpose tend to pique my interest

How can a founder reach out to you?

Via email

How can a founder create a pitch that catches your interest?

Tell me honestly what your business does, not just for you but for society.

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JACK YAN



Autocade

Get in contact.

Country: New Zealand

Website: <u>lucire.com</u>

Email: <u>jack.yan@jyanet.com</u>

Instagram: <u>@lucire</u>

EDITOR

DONNA RAHEB

East Coast Editor at It's a Glam Thing for 10+ years

What are the media outlets you're contributing to?

YouCam Beauty App, YouCam Make-up App, YouCam Perfect App & It's a Glam Thing

Would you like to introduce one of those outlets closer?

Perfect Corp. offers a suite of mobile apps, including YouCam Makeup and YouCam Perfect, to provide a consumer platform to virtually try-on new products, perform skin diagnoses, edit photos, and share experiences with the YouCam Community

What are the topics you cover?

Fashion, beauty, fitness

What are the stories you look out for?

New fashion, all things beauty, wellness, fitness

How can a founder reach out to you?

Via email

How can a founder create a pitch that catches your interest?

Brief pitch with photo and contact info. Indicate sample is available if applicable.

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Get in contact.

Country: USA

Website: <u>itsaglamthing.com</u>

Email: <u>eastcoast@itsaglamthing.com</u>

Instagram: <u>@youcamapps</u>



MICHELLE WAGMAN

"I am a Fashion industry entrepreneur and the founder of fashionedits.com, an authority website whose platform connects fashion brands with retailers and buyers."

What are the media outlets you're contributing to? Dapper Confidential

What are the topics you cover?

Fashion, trends, style, lifestyle. Health and wellness.

What are the stories you look out for?

Fashion, women-owned topics, the green initiative in fashion, style -tips, women's issues, health, and wellness.

How can a founder reach out to you?

Via email

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Get in contact.

Country: USA

Website: <u>fashionedits.com</u>

Email: michelle@fashionedits.com

Instagram: <u>@fashedits</u>

FREELANCE WRITER

KIMBERLY FISHER

Kimberly Fisher is a professional freelance travel writer, blogger, journalist, and oncamera host. She specializing in lifestyle and luxury travel, including art, beauty, culture, destinations, fashion, food, fitness/wellness, events, hotels, lifestyle, sailing, sustainability, wine & spirits.

Kimberly has over 600 articles published in 44 different outlets. She is currently a contributor to Pursuitist and JustLuxe. Her writing has appeared in print magazines like Food Wine Travel, Disarray, GC, Luxe Beat, NiteGuide, Ocean View, Play (Philippines), ReLiving Magazine and TravelWorld International. On the web, you can find clips at eHow, Elephant Journal, Examiner, Fetch, Huffington Post, Medium, JustLuxe, Luxury Lifestyle, Pursuitist, Sherman's Travel, The Daily Meal, The Upcoming, Travels.com, Style Blend and USA Today.

What are the media outlets you're contributing to?

Just Luxe, Pursuitist

How can a founder reach out to you?

Via email



Get in contact.

Country: USA

Website: <u>kimberlyfisher.com</u>

Email: <u>k@kimberlyfisher.com</u>

Instagram: <u>@itskimberlyfisher</u>

EDITOR



"I am a longtime lifestyle journalist who now covers luxury food, travel, fashion and small tech items."

What are the media outlets you're contributing to?

Restaurant reviewer for New York Lifestyles and editor/influencer, luxelifenyc.com

What are the topics you cover?

Food, fashion, travel and small electronics

What are the stories you look out for?

Luxury food items and restaurants to review and gift items for lifestyle gift guides that run at major holidays. Interested in movie screenings as well.

How can a founder reach out to you?

Via email

ANNE RASO



Get in contact. Country: USA Website: <u>luxelifenyc.com</u> Email: <u>araso@aol.com</u>

Instagram: <u>@anne_raso</u>

MARIA LJUNGSTROM

"My name is Maria and I run the popular site <u>http://</u> <u>inredningsvis.se/</u> - one of Sweden's most popular online magazines about interiors, lifestyle, home, outdoors and trends. Inredningsvis is also featured extensively in media such as Expressen, GP, Booli, Houzz, Hemnet, Dagens Nyheter, GP Bostad and others."

What are the topics you cover?

Interior & Lifestyle & Society How can a founder reach out to you? Via email



Get in contact.

Country: Sweden

Website: <u>inredningsvis.se</u>

Email: info@inredningsvis.se

Instagram: <u>@inredningsvis</u>

TRENICE J. BRINKLEY

Trenice (Chi Meechieono) Brinkley is the publisher of Soigne' + Swank Magazine[®] - a digital publication that curates black excellence in business, entertainment, lifestyle, careers, and fashion. Dedicated to honoring ancestors and inspiring the black culture, this magazine is committed to sharing and highlighting powerful thought-provoking stories, journeys of failure to success, and empowering all things black excellence around the world. The bi-monthly features inspire the culture to shine at any level and transcend beyond any barrier.

What are the topics you cover?

Business, Education, and Family

What are the stories you look out for?

Black Creatives, Homeschooling, and everything related to BIPOC Families.

How can a founder reach out to you?

Via email and <u>https://soigneswankmagazine.com/write-for-us/</u>

How can a founder create a pitch that catches your interest?

I look for unique perspectives and stories that inspire BIPOC communities. Soigné + Swank Magazine focuses on content that uplifts, empowers, inspires, and highlights black excellence from entrepreneurship to the executive c-suite. We spotlight issues blacks face culturally, economically, and socially. If you are an experienced writer, influencer, or just starting out - we'd like to hear from you. We take pride in featuring authentic stories with positive editorial voices and real meaning.



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Get in contact.

Country: USA

Website: soigneswankmagazine.com

Email: info@soigneswankmagazine.com

Instagram: <u>@soigneswankmagazine</u>



RICHARD TURRENTINE

A freelance filmmaker and serial entrepreneur who's committed to creating timeless stories that will inspire, inform, and better the world! His very first student film while at Howard University was selected in the 66th Cannes Film Festival in 2013. This immense accolade was confirmation for Richard to continue to pursue filmmaking full-time. Richard has managed to continue his pursuit of becoming a known filmmaker by creating short films, music videos, web-series, and brand visuals. He's worked with notable artists such as Kevin Hart, Orlando Bloom, Gwen Stefani, Chrissy Teigen, Melyssa Ford, Camille Winbush, Wendy Raquel Robinson, Larenz Tate, Usher, Khloe Kardashian, and more. During this process Richard had to discuss contractual and creative requirements with clients, filming videos, directing camera studio equipment, editing video digitally, and making content tweaks. Autocade

What are the media outlets you're contributing to?

Screen Indie is an early stage Filmmaker-first streaming and booking platform. We are focused on building a unique and engaging community where filmmakers and screeners connect.

What are the topics you cover?

Indie Movies

What are the stories you look out for?

Indie films of all themes

How can a founder reach out to you?

Via email



Get in contact.

Country: USA

Website: <u>screenindie.com</u>

Email: richard@screenindie.com

Instagram: <u>@screenindie</u>

TRAVEL WRITER

NIKKI WEBSTER

Nikki Webster is a travel writer who covers how to travel while grinding a day job without breaking the bank, hotels, cruising, and off-the-beaten-track experiences. She is particularly fond of Florida and writes extensively about the state. She flies around 60,000 miles per year and has visited 54 countries, 50 states, and six continents.

What are the topics you cover?

Predominantly off-the-beaten-track experiences in Florida, but I also cover international destinations and travel hacks.

What are the stories you look out for?

I look out for unusual and lesser-known things to do in Florida. I have content on parks and such, but there's so much more to Florida that few ever experience. I apply the same lens to any country I visit. I also give preference to anything historical. I've covered many mansions, estates, and famous homes.

How can a founder create a pitch that catches your interest? Are there any good and bad examples of a founder getting in contact you can provide?

I'll give you a good and a couple of bad ones:)

Good: A rep from Visit Central Florida (a local tourism company) reached out and asked me if I had ever visited some of the local attractions in her area. She had been following my coverage of Florida and enjoyed my content. We chatted organically, and this resulted in her inviting me to visit three attractions in her territory. And, it got me added to all of their press releases, which keeps me up to date on what events are going on in Florida. I wrote three articles that were published on my site. The key is it was an informal reach out that started with a discussion and led to partnering.

Bad Examples: I get emails all day saying we want to send you X to try - often items that have nothing to do with travel. Nine times out of ten, I decline. But these types of emails are so generic; you know that they have been sent to every other website on the planet. It's tacky, and unless there's a good, compelling pitch up front, I delete it. Then, there are the "collaboration requests" again. These are usually generic. People will say do you accept guest posts and I clearly do - I have a page of guidelines. So, it's clear that they have not even taken the time to review the site.

How should a founder reach out to you?

Preferably through "Contact Me" here: https://britonthemove.com/contact/



Get in contact.

Country: USA

Website: britonthemove.com

Instagram: @britotmove

Facebook: <u>@BRITOTMOVE</u>

Pinterest: Brit on the Move

KITCHEN BLOGGER

HELOISE BLOUSE

My name is Heloise Blause, a kitchen blogger and professional chef. As a restaurant owner in France, I am passionate about food, and I love to review anything that has to do withcooking. My website is Home Kitchen Land, and I help readers with bothcooking and kitchen gadgets.

What are the topics you cover?

The topic I cover is food. I provide recipes to people who need guidance on cooking. Generally, I write about proper cooking procedures, health-related issues as far as food is concerned, and reviews for products that people should try out. As a chef and restaurant owner, I believe that I am in a great position to provide advice to those who need it. I share my experiences as a restaurant owner - from cooking to keeping the food last longer and what kitchen appliances a person must have in their home.

What are the stories you look out for?

I am on the lookout for new products that make people's lives more effortless in the kitchen. For example, a founder may have an air fryer that works better than those already out in the market. I would loveto hear from this founder so we could collaborate.

I also like stories about how a product changed the life of a person. For example, if a founder created a machine that made a restaurant's process more manageable, I would love to hear about it and share it with my readers. I am sure that they would appreciate it whether or not they have a restaurant.

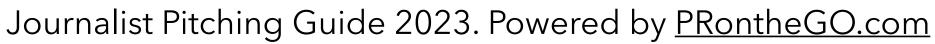
How can a founder create a pitch that catches your interest?

I love working with founders who can provide newways to make kitchen life easier and more exciting. For example, a fonder may have found a better way to manufacture sharp knives. This new product is something I would want to feature on my website.

Another example is if a founder created a business where they would sharpen your knives by mail. I would love the details of that service or business so I can share them with my audience.

How can a founder reach out to you?

A founder can reach out to me via my blog. I have a contact page there where people can send inquiries and provide feedback.





Get in contact.

Country: USA

Website: <u>homekitchenland.com</u>

Email: <u>contact@homekitchenland.com</u>

LinkedIn: <u>Heloise Blause</u>



BLOGGER

MARCOS MARTINEZ

I own the black gay lifestyle blog, Men Who Brunch (themenwhobrunch.com). I've been featured in multiple publications including Yahoo News, Forbes, and The Washington Blade.

What are the topics you cover?

The topics I cover are the black gay lifestyle and entertainment news.

What are the stories you look out for?

The stories I look out for are what's trending in the black gay community and important issues affecting the lives of LGBT persons.

How can a founder reach out to you?

A founder can reach out to me via email

How can a founder create a pitch that catches your interest? Are there any good and bad examples of a founder getting in contact you can provide?

What catches my interest is a pitch relevant to the lives of African American LGBT persons. A bad example of a founder getting in contact with me is sending me an email asking to promote their brand.. A good example would be sending me an email for collaboration on an event for the black gay community.

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Get in contact.

Country: USA

Website: themenwhobrunch.com/

Email: <u>marcos@themenwhobrunch.com</u>





MEDICAL EDUCATION INFLUENCER



Will is a medical educational influencer, doctor-in-training, and online publisher who's recently been featured in The New York Times, and many more media outlets.

What are the topics you cover?

I'm extremely passionate about covering medical education and helping people, of any age, transition into healthcare careers and specifically physician-based roles. As someone who has gone back to study to become a doctor in their 30's, I noticed there was a big need for a space for such discussion. Too many people, who may well be interested in such careers, have no idea where to start (or that it's even achievable) once they've left formal education. It's a great shame!

What are the stories you look out for?

I'm specifically geared towards the stories of people who go into medicine with entirely different backgrounds or stories. Since beginning my site, and putting my story out there, I get a lot of emails from people looking for encouragement and advice concerning their dreams of becoming a doctor in whatever country they find themselves. Although I'm geared more toward the U.S., I'd eventually like to cover the stories of people from all over. Especially countries I hear a lot from; like Mexico, the Middle East, and parts of Africa.

How can a founder reach out to you?

I prefer founders reach out to me via email and cut to the chase about what they feel they can offer my audience. I want to know, in the first 100 words, what their product/service is that can help people better find their way into medical education.

What was the worst pitch you've ever received?

I get far too many cold responses from general-purpose education companies that aren't in tune as to what aspiring medical students want/need. A little research goes a long way!

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WILL PEACH



Get in contact.

Country: Bulgaria Website: willpeachmd.com Email: willpeach85@gmail.com LinkedIn: Will Peach

COLUMNIST

EDITH G. TOLCHIN

I'm a longtime journalist, author and editor.

What are the topics you cover?

My most popular topic is inventor interviews, specifically for my column, Inventor Spotlight, in Inventors Digest.

What are the stories you look out for?

I specifically seek new, simple baby and children's inventions, NOTHING technology-related and must have launched within the past 0-3 years. Must have never before been interviewed for Inventors Digest. I do NOT prefer pitches for other inventions, unless they are SIMPLE, not at all related to technology, chemicals or personal care/beauty products. I also ghostwrite (celebrity memoirs preferred) and copywrite for new businesses that are "at a loss for (ad) words."

How can a founder reach out to you?

I can be reached at egt@edietolchin.com or editor@opinionatededitor.com

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Get in contact.

Country: USA Website: <u>edietolchin.com/portfolio</u> Email: egt@edietolchin.com Facebook: <u>@QueenWrites</u>



BOBBIE CARLTON EDITOR-IN-CHIEF AND PUBLISHER

Lioness Magazine is a digital magazine for the female entrepreneur. We're looking for exciting articles of interest to women entrepreneurs. We want to inform, educate and inspire them. Every piece needs to share specific lessons learned.

What are the topics you cover?

We cover: startups, pre-startup, launch phase, and scale, marketing, PR, advertising, money, cash flow, finding funding, sales, tech, apps/software tools, social media, leadership, operations, news and resources, including a book of the week feature.

How can a founder reach out to you?

Send pitches via email - we look for both contributed articles as well as we have a staff to write articles.

How can a founder create a pitch that catches your interest?

I'm particularly interested in getting lessons learned from established entrepreneurs but also exciting stories of young startups and their founders. The best pitches come from people who read the magazine and understand our approach.

What was the worst pitch you've ever received?

The worst pitches? The spray and pray agencies who are sending the same pitch to everyone and send us pitches of products for men by men. Yes, I'm talking to you...company who pitched me the men's underwear company with all male founders. Our audience is exclusively female entrepreneurs, and we highlight companies with women at the helm.

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Get in contact.

Country: U.S.

Website: <u>lionessmagazine.com</u>

Email: info@thelionessgroup.com

LinkedIn: Bobbie Carlton

Twitter: <u>@LionessMagazine</u>



FULL-TIME BLOGGER

JASMIN FATSCHILD

my berlin fashion is a travel and lifestyle blog from Berlin, Germany, written and founded by Jasmin Fatschild by the age of 15. The blog was found in 2010, when Jasmin wanted to build a platform that could inspire people all around the world. Since then the editor traveled the world and created stories about her unique adventures for everyone to share and enjoy.

What are the stories you look out for?

various. always keen to explore

How should a founder reach out to you - via email or social media?

via email



Get in contact.

Country: Germany Website: <u>my-berlin-fashion.com</u> Email: info@my-berlin-fashion.com Instagram: <u>myberlinfashion</u>



CHARLES BECKWITH FASHION PODCAST PRODUCER AND HOST

Charles Beckwith is an expert in fashion and media technology and a Co-Founder of MouthMedia Network. He created American Fashion Podcast in 2014 and currently co-hosts the series with Cathy Schepis, a consultant and former fashion executive for major brands including Kate Spade and Anne Klein.

What are the topics you cover?

American Fashion Podcast talks about how the fashion business works under the hood. The series has been called "the fashion industry's favorite show." The series provides a holistic picture of the fashion industry, how it works and how it is changing.

What are stories you look out for?

American Fashion Podcast is a show about the fashion industry, with an emphasis on the importance of changing it to be more environmentally, socially, and economically sustainable.

The series features a broad spectrum of roles from executives to creative directors to atelier workers, manufacturers, consultants, wholesale buyers, independent designers, and students. We typically pursue stories that we feel would interest industry insiders and help them better understand the dynamics of the industry and how it is changing.

We occasionally go completely off the wall, so don't let the focus scare you if you have something interesting to say. Just know that we don't produce the show for consumers.

NOT FOR US:

- •Our listeners are primarily industry insiders, so... "how to dress" and "what to wear" are not topics we cover. Our listeners already know how to dress, they are fashion professionals.
- •We don't cover jewelry because we don't know enough about it to have in-depth conversations.
- •We don't cover beauty, that's our sister show Beauty Is Your Business.
- •We don't cover retail technology, we have an entire spinoff series that focuses exclusively on that space, called Fashion Is Your Business. •We tend not to cover brands that are in the first year of business unless they're doing something radically different.

How should a founder reach out to you - via email or social media?

There is a "Be A Guest" form on our website here: americanfashionpodcast.com/how-to-be-a-guest/

How can a founder create a pitch that catches your interest?

Listen to the show. If you're not already a listener, you can get access to our full archive for as little as \$6.99. That's the biggest thing, being aware of what we've already covered. If you're pitching us on a topic that we already covered, we need you to tell us what you want to get into that we didn't talk about. Show us something new. Talk about something we don't know anything about. We produce the show to learn, so try to appeal to our curiosity about a deep dive we haven't taken.



Get in contact.

Country: United States Email: charles@mouthmedianetwork.com Website: <u>americanfashionpodcast.com</u> Twitter: @AFPod

Instagram: <u>@americanfashionshow</u>

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RUKSANA HUSSAIN TRAVEL JOURNALIST / PUBLISHER

Ruksana is an award-winning journalist, editor and writer with 20 years' experience in global print and online media. In 2018, she launched Traveler and Tourist digital magazine as a proof of concept and now publishes it as a monthly lifestyle magazine in 2020, produced in California for a global readership. She is a Diversity fellowship recipient from American Society for Business Publication Editors and The Society for Copyediting (ACES). She is a winner in there categories at the Los Angeles Press Club 62nd Southern California Journalism Awards and received several other accolades for her journalistic and editorial prowess. She is a 2015 Graduate of Ted Scripps Leadership Institute, 2015 Thread at Yale selected candidate and 2015 Society of Professional Journalists' Dori Maynard Diversity Leadership Program fellow. She resides in Los Angeles, California.

What are the media outlets you're contributing to?

Traveler and Tourist, Diversity Professional, Cuisine Noir, Construction Equipment Guide, Foodie Travel USA, Irvine Weekly, Masthead Media, Delta Sky Lines, Business Insider, Restless magazine, etc.

Would you like to introduce one of those outlets closer?

Traveler and Tourist is a monthly travel lifestyle digital publication I produce covering global travel and tourism news, lifestyle, health and wellness updates and other related topics that are often overlooked by the larger publications and media houses. It is free but subscriber only and can be accessed on www.travelerandtourist.com.

What are the topics you cover?

Travel and lifestyle, dining and entertainment, art and design, architecture and construction, diversity, equity and inclusion, nonprofits and small business, African American community and Black diaspora, technology, minorities, cuisine and culture, etc.

What are the stories you look out for?

Unique travel and tourism angles especially relating to the Black community, minorities, diversity, culture and cuisine, etc.

How should a founder reach out to you - via email or social media?

via email

How can a founder create a pitch that catches your interest?

State what makes your offering unique, include why it's great news for right now and have publish-ready images available as well as 1-2 sources interviews.

The results will always be better if you spend the time to send out five quality pitches rather than send 15 generic ones simply to see what clicks.

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Get in contact.

Country: USA

Website: <u>ruksanawrites.com</u>

Email: <u>ruksanah@travelerandtourist.com</u>

Twitter: <u>@RuksanaWrites</u>

Instagram: @ruksanah

LinkedIn: Ruksana Hussain







EDITOR-IN-CHIEF

KRISTINA LUCREZIA CORNER

What are the topics you cover?

blockchain, cryptocurrencies, emerging tech

How can a founder reach out to you?

Via email

How can a founder create a pitch that catches your interest?

concise, up-to-the-point, concrete, real, without additional superfluous promo language

What was the worst pitch you've ever received?

an 'exclusive' pitch from a PR director of a project that needed to be treated as a leak (sic!) because of the company's NDA.

Something we forgot to ask, but you'd like to add.

Emerging industries lack professionalism. Both journalism and PR are part of a bigger picture. PR communicators need to get more educated. Coverage needs to be more thoughtful. It is much simpler to act together.

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Get in contact. Country: Italy Website: <u>cointelegraph.com</u> Email: <u>kristina@cointelegraph.com</u> Twitter: <u>@KristinaLCorner</u>



MONTE MATHEWS

I am New York and Hamptons-based writer with a blog that reaches over 55,000 people a month in 10 countries who read over 120,000 pages a month. My 'Product News You Can Use" Is a great way to introduce food, drink and travel ideas to thousands of readers.

What are the topics you cover?

Food, Drink, New Product Introductions, Culinary Travel, Hotels, Restaurants, Cruise Travel.

What are the stories you look out for?

Hands-On experience with products, places and culinary travel.

How can a founder create a pitch that catches your interest?

Any offer to use/try/experience the product is a must. And longer lead times are greatly appreciated.

How can a founder reach out to you?

via email.



Get in contact.

Country: United States

Website: <u>chewingthefat.us.com</u>

Email: <u>montemathews@gmail.com</u>

Instagram: <u>@montemathews</u>



JOURNALIST

SUSIE O'BRIEN

What are the stories you look out for?

lifestyle, parenting, education

How can a founder create a pitch that catches your interest?

Quirky, fresh, interesting. newsworthy

Don't call if I don't respond. Send another email. Don't expect free publicity, genuinely have a news angle for your story.

What was the worst pitch you've ever received?

blah, boring, self-promotion

How can a founder reach out to you?

via email.

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Get in contact. Country: Australia Website heraldsun.com.au/journalists/susie-obrien Email: <u>susie.obrien@bigpond.com</u> LinkedIn Susie O'Brien



FREELANCE FASHION JOURNALIST BARBARA MARKERT

As journalist and business graduate with over 25 years of professional experience, I report on the economic and trendy aspects of the luxury and lifestyle industry with a strong focus on the industries of fashion, beauty and travel. Especially in the fashion industry, I have accumulated over the past decades a wealth of knowledge in the international field.

What are the media outlets you're contributing to?

Vogue Germany, Spiegel S Magazin, The Spin Off, Schöner Wohnen, Splendid (manager magazin)

Would you like to introduce one of those outlets closer?

The Spin Off is a new magazin for sustainable fashion, coming out of the former Sporstwear International magazin.

What are the topics you cover?

Fashion (trend and economy), Beauty, Travel, Lifestyle, tradefairs, Interior design, France

What are stories you look out for?

New economic ideas, sustainable approaches, heritage stories, forgotten brands in revival

How should a founder reach out to you - via email or social media?

via email

How can a founder create a pitch that catches your interest?

Direct email on my name from somebody, who knows what I'm doing (checked out my LinkedIn profile) and offering a clear new idea or a smart business concept which fits to my work.

What was the worst pitch you've ever received?

mass e-mails with pics about boring products, you can buy everywhere and has no interest, and the pics are in high res, so the e-mail account get blocked because they send 20 MB

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Get in contact.

Country: France Email: <u>markert@weltreporter.net</u>

LinkedIn: <u>Barbara Markert</u>

Instagram: <u>@barbara_markert</u>



EDITOR-IN-CHIEF

MICHELYN CAMEN

Michelyn Camen is the Editor-in-Chief, Publisher, and Art Director of ÇaFleureBon, the number one artistic perfume destination in the world and a top five global fragrance site. ÇaFleureBon publishes original content on all aspects of perfumery every day of the year, affording readers an insider view into the world of fragrance.

What are the topics you cover?

niche perfume

What are stories you look out for?

New and topical fragrance brands, young perfumers, artisan perfuemrs and start-ups

How should a founder reach out to you - via email or social media?

via email

How can a founder create a pitch that catches your interest?

Please make the pitch personal and relevant to our content

What was the worst pitch you've ever received?

Hey there! How are you doing? Probably not so great



Get in contact.

Country: USA

Website: <u>cafleurebon.com</u>

Email: michelyn@cafleurebon.com

Twitter: <u>@fifthsensenyc</u>

Instagram: <u>@cafleurebon</u>



MULTIMEDIA JOURNALIST / SUB EDITOR

RADING BIKO

Since 2010 I have been working across the full spectrum of Kenyan Media as a Multimedia Journalist on both Electronic(Radio and Television), Print and online media.

My key areas of reporting beats include:

- Business and Education
- Health
- Environment and Climate
- Women and Youth Empowerment
- Technology and Data Journalism

The fact that Africa is now the new driver of the world's economy and has fastest-growing and vibrant population, along with its' slow shift to better governance, more open and democratic societies, I believe African countries are full of as-yet unexploited opportunities. By the same token however, the continent has several risks.

Despite this significant growth for many years Africa as a continent have been misreported simply because those who report on Africa does it negatively. Its my roles as journalist to report potray the true picture to the rest of the world.

I have covered some of the major global events that have taken place in Nairobi, World Trade Organization Summit, The United Nations Conference on Trade and Development (UNCTAD) which took place in Nairobi, East Africa Heads of State meeting in Nairobi and The Sixth Tokyo International Conference on African Development (TICAD-VI).

My role is to tell both sides of Africa's business case, to the widest possible audience, in the most timely, and engaging manner.

What are the stories you look out for?

Inventions, SMEs, Environment and Climate change, Gender and Health

How can a founder reach out to you?

via email.



Get in contact.

Country: Kenya

LinkedIn:

Rading (Gerro) Biko, BMIA Alumnus

Email: <u>bikorading@gmail.com</u>



CANDICE SABATINI PUBLISHER & EDITOR-IN-CHIEF

I have been a fashion, beauty, travel editor & writer for over 2 decades. I started in print and moved to digital. I started writing for Beauty News NYC 14 years ago, and about 7 years ago I bought it with another editor. I'm also a freelance writer and contribute to other publications. Additionally, I'm a freelance copywriter and write brochures and etail descriptions for companies.

What are the media outlets you're contributing to?

BeautyNewsNYC.com, Women's World (print), Forbes

What are the topics you cover?

Skin Care, Fragrance, All Beauty. Travel. Wines & Spirits. Fashion, NYC events.

What are stories you look out for?

Beauty products, travel opportunities, food & wine tastings, Fashion accessories.

How should a founder reach out to you - via email or social media?

Email is best though I don't mind a DM on social, but once things get rolling, email is best.

How can a founder create a pitch that catches your interest?

Put the name of the product in the subject line, NOT click bait. (I usually delete those thinking they're spam) For example: "New BrandX Swimsuits for Summer" is a good pitch.

"How to Look Your Sexy Best at the Beach" is a very bad pitch that will probably get deleted maybe you're promoting SPF lotion, self tanner, lipo-suction, hair straightener, waterproof mascara, swimwear, or beach towels? I get 350 pitch emails a day. I don't have time to play guessing games.



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Get in contact.

Country: United States

Website: <u>beautynewsnyc.com</u>

Email: pamperedskin@msn.com

Twitter: <u>@SabatiniOnStyle</u>

Instagram: <u>@beautynewsnyc</u>

TRAVEL EDITOR & WRITER



I am the author of multiple books, the editor of several travel websites, and the man behind a blog that's been publishing since 2003. I occasionally still freelance and have written for more than 50 publications.>

What are the media outlets you're contributing to?

Mostly my own sites where I am editor; see AlCentroMedia.com.

What are the topics you cover?

Travel, lodging, living abroad, gear, travel writing

What are the stories you look out for?

Interesting angles that align with our audience

How should a founder reach out to you - via email or social media?

via email

How can a founder create a pitch that catches your interest?

Show me how it benefits me and my audience. How does it help either of us?

Answer your e-mails and don't have a contact form where the messages just go to a flunkie intern or assistant. Journalists and bloggers are on deadline and need answers if they're going to quote you or mention the company.

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TIM LEFFEL



Get in contact.

Countries: USA and Mexico Website: <u>timleffel.com/</u> Email: <u>tim@timleffel.com</u> Twitter: <u>@timleffel</u> Instagram: @globetrots LinkedIn: Tim Leffel

DIRECTOR

ANDREA D'ADDIO

I'm the director of an online magazine based in Berlin, but dedicated to Italian speaking people. 65% of our audience is based in Italy, ca 20% in Berlin, so it's more for Italian interested to German news than for the Italian community in the country (but it is also this). It has been founded in 2010. I also still do some freelancing for some Italian newspapers/magazines, such as Io Donna, Messaggero di St. Antonia, Huffington Post.

What are the topics you cover?

German news, film festivals

What are the stories you look out for?

Everything related to Germany or to the film industry

How can a founder reach out to you?

via email.

How can a founder create a pitch that catches your interest?

It depends only about the topic, that's the only thing that can catch my attention. I read all the mails/pvt messages/linkedin messages we received, an interesting topic is the only thing that can catch my attention, not the way it is explained



Get in contact.

Country: Germany Website: <u>berlinomagazine.com</u> Email: info@berlinomagazine.com Facebook: <u>@berlinomagazine</u> Twitter: <u>@BerlinoCP</u> Instagram: <u>@berlinomagazine</u>



MARGIE GOLDSMITH CONTRIBUTING TRAVEL WRITER

Margie Goldsmith has written over 2,000 magazine and newspaper articles, has won 94 awards, and has written about the 141 countries to which she has traveled.

What are the media outlets you're contributing to?

forbes.com, Business Jet Traveler, Wine, Dine & Travel, NextAvenue

What are the topics you cover?

experiential travel, interviews, museum openings, culture, off the beaten path

I am always looking for destinations for forbes.com where I cover travel, always looking for both CEOs/ celebs and new museum openings for Business Jet Traveler, and always looking for destintions for Wine, Dine & Travel.

What are the stories you look out for?

trends

How should a founder reach out to you - via email or social media?

via email

How can a founder create a pitch that catches your interest?

Keep the pitch short. Tell me what's new or unusual.

Give me some stats if it's a new trend.

What was the worst pitch you've ever received?

They never mentioned the state of some obscure town I'd never heard of. Very frustrating.

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Get in contact.

Country: USA Website: <u>margiegoldsmith.com</u> Email: <u>margie@margiegoldsmith.com</u> Twitter: <u>@margiegoldsmith</u> Instagram: <u>@margie_goldsmith</u>

LinkedIn: <u>Margie Goldsmith</u>



FREELANCE TRAVEL JOURNALIST

Seldon Ink is the travel journalist team of Lynn & Cele Seldon. They have spent more than 25 years covering their passion for travel.

What are the media outlets you're contributing to?

Many AAA publications; cruise travel publications; including Trailblazer magazine and more.

What are the topics you cover?

We specialize in culinary travel, cruise travel, and wellness travel

How should a founder reach out to you - via email or social media? via email

How can a founder create a pitch that catches your interest?

Know our work, specialties, and outlets.

What was the worst pitch you've ever received?

When someone doesn't do enough research to learn that, though my name is Lynn, I'm 100% male:-)!

LYNN SELDON



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Get in contact.

Country:USA

Website: seldonink.com

Email: <u>lynn@seldonink.com</u>

Twitter: <u>@seldonink</u>

Facebook: facebook.com/seldonink

Instagram: @seldonink

LinkedIn: Lynn Seldon



EDITOR-IN-CHIEF

DANIEL D. GUTIERREZ

I am Editor-in-Chief and Resident data scientist for insideBIGDATA.com covering Big data, data science, machine learning, AI and deep learning

What are the stories you look out for?

Leading edge products and services in the above areas.

How can a founder reach out to you?

Via email

How can a founder create a pitch that catches your interest?

Describing relevant news, press releases are best

What was the worst pitch you've ever received?

Overly informal, poor English, bad grammar, not relevant to our audience. Make sure pitches are based on familiarity with our news outlet, e.g. we are about technology, NOT Cannabis!

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Get in contact. Country: USA Website: insideBIGDATA.com Email: <u>daniel@insidebigdata.com</u> Twitter: <u>@InsideBigData1</u>



FOOD BLOGGER



I am former psychotherapist, and now a blogger and food photographer. I also work as a brand ambassador and spokesperson doing live TV, cooking demonstrations and influencer gigs. I love working with food and people.

What do you look out for?

Collaborations with food brands that I can genuinely promote and build long lasting relationships with.

How can a founder reach out to you?

Get in touch via email.

JESSICA FORMICOLA



Get in contact.

Country: USA Website: <u>savoryexperiments.com</u> Email: <u>savoryexperiments@gmail.com</u> Facebook: <u>/SavoryExperiments</u> Instagram: <u>@savoryexperiments</u> Twitter: <u>@Savory_Cooking</u>

Pinterest: <u>Savory Experiments</u>



EDITOR-IN-CHIEF



Meg runs the dog care website K9 of Mine.

What are the topics you cover?

We write content about dog care, dog training, and various pieces of dog gear we think owners would love.

What are the stories you look out for?

We're always looking for timely pieces that are seasonally relevant, as well as in-depth training guides that can help owners deal with a problem behavior.

How can a founder reach out to you?

Get in touch with us via email.

How can a founder create a pitch that catches your interest?

Be clear about the topic you want to pitch and make it unique! Don't pitch an idea we've already covered on our website, and don't just promise "a piece of high-quality content of your choice". Offers like that go straight to the garbage!

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MEG MARRS



Get in contact.

Country: USA Website: <u>k9ofmine.com</u> Email: info@k9ofmine.com LinkedIn: <u>Megan Marrs</u> Facebook: /k9ofmine Twitter: @K9OfMine Instagram: <u>@k9ofminedogs</u>

EDITOR-IN-CHIEF

RICHARD BUTLER

I represent the RAGE Works brand as well as the RAGE Works Podcast Network where I host the podcast Toys & Tech of the Trade. On the RAGE Works website, we cover gaming, entertainment, tech, and pop culture news items. The podcast network encompasses a lot of these coverage verticals, but with regards to your HARO request, I wanted to focus on our podcast Toys & Tech of the Trade.. Toys & Tech of the Trade is an interview series where we sit down with content creators and entrepreneurs and discuss the gadgets, gear, and tech they use to run their businesses and create their content.

What are the topics you cover?

Our podcast welcomes creators from all backgrounds with engaging stories that can bring value to our community.

What are the stories you look out for?

If we are seeking out a guest, we try to find guests that fall within our coverage niche because, at times, it creates a more organic conversation and leads to some unique insights and stories.

How can a founder reach out to you?

Founders can email me directly or fill out our guest form on the RAGE Works Podcast Network site

How can a founder create a pitch that catches your interest?

The easiest way is to do a bit of research about what we do both with our show and on our site. A little research goes a long way towards an organic pitch.

Are there any good and bad examples of a founder getting in contact you can provide?

Absolutely! A founder reached out to us via his PR firm for a pitch, and his PR rep had done their homework with regards to how we structure interviews and lead with answers to some of our most commonly asked questions. That showed me not only was the founder a great fit but that he had information our audience would genuinely value.

The flip side, of course, is the cold email with no type of bio or introduction that includes a link to a Kickstarter campaign or product that, at times, is not even remotely a fit for our audience. 5-10 minutes of research or even an initial request for a call or email speaks volumes. This person pretty much provided a link and then closed with "let me know what date I can schedule to discuss this project." It could have been better, and I felt it showed a lack of interest in our brand or our audience.

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Get in contact.

Country: USA Website: <u>rageworks.net</u> Email: <u>rich@rageworks.net</u> LinkedIn: <u>Richard Butler</u> Facebook: <u>/OfficialRAGEWorks/</u> Twitter: <u>@RAGE_Works</u> Instagram: @rageworks



FOOD WRITER

JENNA PASSARO

I'm Jenna from Sip Bite Go and I work with food, travel, and mom brands on content all the time.

What are the stories you look out for?

Food trends, travel ideas for families, food travel, restaurant related, and mom related stuff. I have a wide audience of busy people who like to treat themselves to good food, wine and trips. Many are avid home cooks who embrace new kitchen appliances and like technology.

How can a founder reach out to you?

Via email.

How can a founder create a pitch that catches your interest?

It's a great idea to reference content already created, or similar target audiences as the reason why we'd be a great fit.

Are there any good and bad examples of a founder getting in contact you can provide?

Generic copy and paste emails that don't clearly state an ask or next step to hop on a call are usually not ones I follow up on. On a daily basis, I receive emails that are very generic and are unrelated to my brand.



Get in contact. Country: USA Website: <u>sipbitego.com</u> Email: <u>hello@sipbitego.com</u> LinkedIn: Jenna Passaro Instagram: @sipbitego YouTube: SipBiteGo

INFLUENCER IN HEALTH

MARIA DORFNER

Maria covers bold innovators in health/medicine/wellness/nutrition/disease prevention/ longevity/agelessness. She is a trained medical journalist, who has worked in media for 36 years.

She produces Late Night Health radio and hosts BoldTV Health. She has specialized in medical/health for 26 years. Her programs and stories have appeared on CBS, NBC, ABC, FOX, CNN, CNBC and more.

How should a founder reach out to you?

Founders can reach out to me on LinkedIn.

How can a founder create a pitch that catches your interest?

Answer: Why did you create your product or service? Who does it help? That's it. If interested, I will schedule a pre-interview telephone phone call.





Get in contact. Country: USA LinkedIn: Maria Dorfner

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WRITER & BLOGGER

EVAN PORTER

I'm Evan Porter, writer and blogger over at Dad Fixes Everything and The Trusty Spotter. I cover parenting and fitness topics on those sites, and in the past I've written for places like Upworthy, mindbodygreen, Huffington Post, and more.

How should a founder reach out to you?

I love when companies and brands email me already having a good idea of the value I can offer. I'm not active on Instagram or YouTube, so I'm not interested in influencer campaigns. And I'm not looking to post some article their PR team whipped up on my site for a fee. But when they come to me wanting a genuine partnership, and to help me create some editorially-sound, mutually beneficial long-form content, I'm excited to talk!

How can a founder create a pitch that catches your interest?

A good example of outreach would be offering a product or subscription in exchange for a thorough and honest review, or just a straight forward introduction when it's clear their product or service is an excellent fit for my audience (not a tangential one)... A bad example, which I've received many times, would be asking me to shoehorn a mention of their company into a barely-related article that already exists on my site.



Get in contact. Country: USA Website: <u>wordsbyevanporter.com</u>

Email: <u>esporter113@gmail.com</u>



EDITOR-IN-CHIEF

BIRGIT UNGER

Birgit Unger has been running Deluxe Mallorca as editor-in-chief and publisher since 2007. Together with a team of reporters, photographers and freelance writers, she is continuously developing its online edition www.deluxemallorca.com. Deluxe Mallorca is the leading people and lifestyle platform in the Balearic Islands.

The journalist and art director began her career at major advertising agencies, including Ogilvy & Mather, Saatchi & Saatchi, Young & Rubicam and GGK Frankfurt. She was in charge of print and TV campaigns for Lufthansa, American Express, Procter & Gamble and Jacobs, to name but a few. Birgit Unger received an award from the Art Director's Club Germany for a cinema commercial publicising the American Football League and also won the Best Screen Advertisement category for a cinema advertising campaign on behalf of Commerzbank. On an independent basis, she has designed CD covers for BMG Ariola and Sony Music, as well as packaging for computer software.

For six years, she was also in charge of the promotional campaign for the airline, Condor. Born and brought up in the German city of Frankfurt, Birgit Unger has lived in Mallorca since 1999.

What are the media outlets you're contributing to?

DELUXE MALLORCA's homepage, our blog on medium.com and all our social media pages reaching 25.000 subscribers.

What are the topics you cover?

Mainly travel and lifestyle related news, e.g. hotel offers, b2b interviews or events guides.

What are stories you look out for?

Everything new and interesting. Our main focus lies on upmarket venues and services for international readers.

How should a founder reach out to you - via email or social media?

Both

How can a founder create a pitch that catches your interest?

We believe in win-win situations, that benefit the startup as well as our readers.

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Get in contact.

Countries: Germany, Balearic Islands Website: <u>deluxemallorca.com</u> Email: info@deluxemallorca.com Blog: medium.com/deluxe-mallorca-magazine Twitter: <u>@DeluxeMallorca</u> Instagram: <u>@deluxemallorca</u> YouTube: <u>DeluxeMallorcasyoutube</u> LinkedIn: Deluxe Mallorca





STACY CAPRIO

I am currently accepting successful side hustle and or full time entrepreneurship and company owner stories to interview on my blog her.ceo.

What are the stories you look out for?

Real-life case studies are my favorite to feature.

How can a founder create a pitch that catches your interest?

Include numbers and a story to catch my attention.

What was the worst pitch you've ever received?

Horrible grammar, asking for a link without giving value in return.

How should a founder reach out to you - via email or social media?

Anyone with a successful company or side hustle can reach out to me via email.



Get in contact.

Country: USA

Website: her.ceo

Email: <u>stacycaprio@gmail.com</u>

Instagram @her.ceo

YouTube <u>youtube.com/stacycaprio</u>

Twitter <u>@Stacy4Startups</u>



ANDRÉA BUTLER EDITOR-IN-CHIEF / PUBLISHER

Andréa is an entrepreneurial writer, editor, publisher, and public speaker who focuses on creating positive messages for Black teen girls. Prior to launching Sesi, Andréa worked as a high school English teacher for five years and after that she became a senior editor at LivingSocial. Her friends call her "Ms. Correcto," as she crafts witty, compelling, informative content on the regular and slays errors in spelling, grammar, and punctuation with a passion.

What are the media outlets you're currently contributing to?

<u>Sesi</u>

What are the topics you cover?

Fashion, YA literature, beauty/hair, social issues, health, careers/college

What are the stories you look out for?

Same as above

How should a founder reach out to you - via email or social media?

E-mail

How can a founder create a pitch that catches your interest?

Tell me a story, don't just say you have a product you want us to write about. Why is your product a good fit for Sesi? How is it relevant to Black teen girls?, etc.

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Get in contact.

Country: USA

Website: <u>sesimag.com</u>

Email: <u>sesimag@gmail.com</u>

Instagram: @sesimag

Twitter: @sesimag

FREELANCE WRITER

ANDREW CHALK

Andrew is a Dallas-based author who writes about wine, spirits, beer, food, restaurants, wineries and destinations all over the world. His articles have appeared in *Wine Business, Wines & Vines, Go-Wine, The Daily Meal, John Mariani's Virtual Gourmet, Somm Journal, Wine-Searcher.com, Palate Press, and Modern Lifestyles.* He has also written for *The Dallas Morning News, D Magazine, and Food and Beverage Magazine.* A full listing of his recent articles can be found here.

He holds the WSET Level 3 certification in wines and spirits, the Certified Specialist of Wine certification from the Society of Wine Educators and the Italian Wine Professional certification. He is a 2016 recipient of an open fellowship to the Symposium for Professional Wine Writers

He has judged at the San Antonio Stock Show & Rodeo Wine Competition and the Houston Livestock Show & Rodeo International Wine Competition.

What are the media outlets you're currently contributing to?

<u>Wine Business</u>, <u>Wines & Vines</u>, <u>Go-Wine</u>, <u>John Mariani's Virtual Gourmet</u>

What are the topics you cover?

Wine and other adult beverages, restaurants, travel.

What are the stories you look out for?

Facts that shatter preconceptions.

How should a founder reach out to you - via email or social media?

Via email.

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Get in contact. Country: USA Email: <u>andy.chalk@gmail.com</u>

TRAVEL WRITER DAVID & VERONICA JAMES

David & Veronica are experiencing the collision of Baby Boomer and Empty Nester. Upon sending their youngest out into the big, wide world, they set out to break the empty nest rules by selling everything and hitting the road. To become more than empty nesters, to be gypsies, GypsyNesters! Along the way they rediscovered the couple who fell in love years ago and chronicled their journey on the website GypsyNester.com and in a best-selling book, *Going Gypsy: One Couple's Adventure from Empty Nest to No Nest at All.*

What are the media outlets you're contributing next to GypsyNester.com?

Huffington Post

What are the topics you cover?

Travel and active baby boomer lifestyle. We also look at the transition from parenting to empty nest.

What are the stories you look out for?

Mostly travel.

How should a founder reach out to you - via email or social media?

Via email to info@gypsynester.com.

How can a founder create a pitch that catches your interest?

With a destination that is lesser known, or quirky.

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Get in contact.

Country: USA Website: <u>gypsynester.com</u> Email: <u>info@gypsynester.com</u> Twitter: <u>@gypsynester</u> Instagram: <u>@gypsynester</u> Pinterest: <u>The GypsyNesters</u> YouTube: <u>The GypsyNesters</u>

FREELANCE WRITER

GINA ZAMMIT

Gina is a freelance writer with over 7 years of experience. She is a 2017 Lowell Thomas Foundation Awards recipient and one of her pieces was featured on The New York Times' "Great Stories Around the Web" list. She is also an alumna of both Yale's and Colgate's writing workshops.

My work has been featured in a wide variety of outlets including TripSavvy (formerly About Travel, Roads and Kingdoms, AAA Traveler Magazine, AAA Home & Away Magazine, Darling Magazine, Pizza Today, Hamlet Hub, Quartz, Rails to Trails, Time Out, and Shape Magazine.

Would you like to introduce one of those outlets closer?

Hamlet Hub is the greater New York City area's largest positive news website. It has a regional focus, but the readers are well-traveled and always respond positively to both the domestic and international travel stories I've written for the site.

What are the topics you cover?

It's easier for me to detail what I don't cover, which is family/children's travel. My primary focus is travel, which includes everything from adventure to luxury to fitness/wellness, and more. I also have experience covering food, fashion, spirits, fitness, wellness, and lifestyle.

What are the stories you look out for?

Timeliness is so important. Why is this story relevant right now?

How should a founder reach out to you - via email or social media?

Either is great. We can chat on social media and move to email if a longer conversation is necessary.

How can a founder create a pitch that catches your interest?

Be interesting. Be timely. Be new and/or different.



Get in contact.

Country: USA Website: <u>ginazammit.com</u>

Email: <u>gina.zammit@gmail.com</u>

Instagram: @ginazammit

Twitter: **@**qinazammit

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CULTURAL CRITIC AND JOURNALIST

BIJAN C. BAYNE

Bijan is an author and cultural critic who has contributed to AFAR online, Ohio, AAA Horizons and JustLuxe. He served on the editorial board of Hotel Executive.

What are the topics you cover?

Pop culture, race relations, sports history, hospitality, book reviews

What are the stories you look out for?

Industry trends, interviews profiles, off the beaten path tourism, wellness tourism, lifestyle



Get in contact.

Country: USA Website: <u>bijanc.wordpress.com</u>

Email: <u>bijanc@hotmail.com</u>

Linkedin: linkedin.com/in/bijanc/

Twitter: <u>@bijancbayne</u>

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