



Brand Guidelines

Blogger's Guide | January 2019

ABOUT US

We are a creative, well-networked, quality-driven organisation which has provided a dependable platform for travel and tourism related information and networking through our deep knowledge and expertise in the travel industry for the past 21 years. We are looking to further expand our reach and build a strong online presence to serve the travel industry using our digital platform.

OUR PRODUCTS



Today's Traveller is the business name by which we are most recognised. It stands for quality in print, creative writing and designing that have stood the test of time for over two decades.



Today's Traveller Coffee Table Books have made a name for themselves for creative designs and editorials. The books have been well-received by leaders of the corporate world, national and international tourism bodies, hotels and airlines.



TT Newswire, a niche travel newspaper, earned a reputation for news and analysis as well as in-depth stories from a global perspective to the travel trade industry in India.



Today's Traveller Awards, instituted on the 10th Anniversary of Today's Traveller, celebrates excellence in the corporate, entertainment, film and travel industry.

OUR AUDIENCE

As a B2B magazine, we primarily cater to industry insiders — CEOs, entrepreneurs, top professionals, bureaucrats and business leaders from corporate, hospitality, aviation, MICE and leisure travel sectors of both national and international level.

We are also well-connected with the Centre and State tourism bodies.

OUR PHOTOGRAPHY

We believe each place has its own peculiarity, character and ambience. Capturing such moments which create long-lasting memories is the real essence of Photography. Photographs trigger memories and effectively communicate feelings to our audience.

PHOTOGRAPHY CHECKLIST

- Make sure that the essence of the moment is captured
- Ensure that the photo is relevant and delivers the intended message
- Make sure the photograph has ample space for a headline (if needed)

IMPORTANT NOTE

- The Submission must not contain obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content.
- Watermarks are unacceptable.
- Any Submission that does not conform to these guidelines will be disqualified.
- Each Submission must be entrant's original work and should not feature or focus on any material owned or controlled by third parties

WRITING OVERVIEW

We need stories or experiences written in a first-person narrative style. Articles must be informative, well-written, and inspiring for our audience. Writing style should reflect a balance between a blogger's personality and that of our brand –
Today's Traveller

WRITING TIPS

- An intro para preceding the article is desired, which helps the writer to stay focussed in crafting a piece and tells the reader what the article features.
- Use anecdotes interwoven between scenes and dialogue, thereby making the article more interesting and lucid.
- A relevant travel tip can also be included to make the article more informative.
- In case of photoblogs, the caption must be complete and accurate.

WRITING TONE

- Professional
- Engaging
- Clear and Brief
(Approx. 250 words for blogs
and 20-50 words for photoblogs)
- Experience Rich

IMPORTANT NOTE

- In case of negative experiences, constructive inputs should be provided.
- Avoid using words which reflect extreme emotions.
- Language should be refined but not ornamental.
- We're not interested in the list of things you saw and did; rather, we look for vivid descriptions, lively anecdotes and straightforward language that show a sense of curiosity and interest in the destination