

Editor's Vision
May 7, 2012

Allie Ward
Erin Lebar
Jamie Menaker
Allison Churchill

Final Project Proposal

Anywhere But Here

The Anywhere But Here mission:

Anywhere But Here is a monthly travel magazine that caters to people who can't afford—and don't necessarily want—the ritzy, five-star travel experience highlighted in most travel magazines on the market, but who don't want to stay in a sub-par hostel either. Want to see Italy but skip the tourist-y gimmicks? *Anywhere But Here* will take you behind the scenes and give you a taste of what the locals do. *Anywhere But Here* is a lifestyle/travel hybrid that will incorporate stunning visuals, reader involvement, and travel tips and advice that won't break the bank.

The target audience for ABH is unmarried travelers between the ages of 20-35 based in the New York area. We will feature locations abroad, as well as day trips and short jaunts accessible from New York City. The *Anywhere But Here* reader is smart, savvy and looking for an amazing travel experience, but without the expensive price tag. Our readers love travel and want to delve into the culture and traditions of a locale while they are visiting, but don't always want to read feature-length stories about places they aren't immediately planning to visit. They want something that celebrates their love of travel in a more accessible, easy-to-read format. The content will be modeled off Conde Nast Traveler's approach to "travel writing"—real journalism and real issues—but the topics and locales will be on a smaller, more affordable scale.

Anywhere But Here will be a digital publication, with a possibility for print if we can gain a large enough readership and advertiser base. As such, the publication will resemble a print magazine: a visual PDF of the layout will be available for readers to virtually "flip" through online. Advertising opportunities in the digital magazine will also be available, but there are no plans to add a tablet edition at present due to minimal budget and staff. Click [here](#) to view a mock-up.

The *Anywhere But Here* [website](#) will also feature, in addition to the digital flipbook, an online community where readers can engage in conversation with other readers/travelers. It will be similar to a messageboard forum with different topics, like "Travel Tips" and "Things To Do in Belize" (or wherever).

Visual:

The magazine will be peaceful in aesthetic, focused on a mix of travel and social documentary-style photos. Everything in the magazine should say something with the least amount of words possible, because travel is all about what you see and what you experience. (*Our visual inspiration comes from Kinfolk magazine, but focused on travel, not entertaining: Every element of Kinfolk—the features, photography, and general aesthetics—are consistent with the way we feel entertaining should be: simple, uncomplicated, and less contrived.*)

The overall look of the magazine is clean and, while not necessarily minimalist, the items on the page do not bombard the reader or compete for attention of the eye. While there will still be written features and plenty of information, ABH will be image based. Each section will be headed by a title in a black script font with a small, muted-color logo in the upper right corner as a representation of the topic selection.

The cover images will be a mix of people, places, and events dependent upon the chosen feature destination that month. The text will always stay the same font, but change colors based on the cover image. The name of the magazine will always be at the top depicted in all lower case letters, with the “Anywhere” part of the title larger, and “but here” in the same script as the section titles within the magazine for continuity. The magazine itself will be in a PDF digital format, with flippable pages and two page spreads as if it were a print copy.

Who will write:

Since we are taking an approach similar to *Conde Nast Traveler*, possibly Conde Nast’s younger sibling so to speak, we are looking for real, well-researched, quality journalism pieces. Our cache of writers will include J-school graduates and freelance writers, as well as J-school students abroad, all great writers who can write about their city of residence or their travel experiences. Writers living in cities abroad who already work for English language publications will be recruited as well.

We will of course pay our writers for their work, but ABH will not be able to provide any funds for a traveler budget (i.e. airfare, hotel, meals), so our writers will have to be people that are already planning to take a trip and would like to use the opportunity to write about their travels, or someone who already lives in these destinations. Our only exception is if the writer is spending a “Day with a Local,” in which all expenses for that day will be covered for both the writer and the local.

How we will promote:

We have a multi-platform promotional plan. We’ll advertise at colleges and universities to attract students who are considering a gap year or end-of-year trip. We also plan to recruit from career fairs. For capital, additional advertising, we’ll seek partnerships with affordable travel companies such as EasyJet, Southwest and/or JetBlue, Amtrak, Greyhound, etc. ABH will also have a social media presence, including daily tips on Facebook and Twitter. A weekly email will include a link to a story from the magazine, coupons from our partners and tips we’ve come across.

Sections:

1. *Postcard* (photo spreads):

- Three or four 2-page photo spreads highlighting “postcard”-esque shots of places both local and abroad.
- Each spread will be accompanied by a short paragraph describing the location of the photograph, the date it was taken, and the context of the shot.
- Photos of events and festivals as well as typical landscapes will be used.
- Each month, *Anywhere But Here* will offer readers the opportunity to send in a photograph to occupy one of the two-page spreads (only one will be chosen each month, and the one that goes to print will be chosen by the editing staff).

2. *First Class* (celebrity section):

- One main celebrity Q&A featured in the section each month.
 - Questions will include favorite destinations, travel memories, blunders, and other anecdotes.
- *What's In Your Bag?* will be a graphic two-page spread about what a celebrity typically packs.
 - Will include favorite gadgets and packing tips, as well as an inside look at what celebrities can't live without while they are on the road, and stories about/reasons why certain items that are important to them. Pricier items (these are celebrities, after all) will be accompanied by a less expensive option for our readers.
 - Visuals will include photos of the celebrity with their bag, and some of the items, preferably in an apartment or home setting to make it feel more personal and relatable to readers.

3. *Day Tripper* (highlight 2-3 daytrips):

- The same mentality of travel that carries throughout the magazine - the happy interim between five-star travel and hostel living
- Trips you can take leaving from the New York area and be back within the day, but we will always give an “if you want to stay over” option.
- Modeled after *Sunset* magazine's “One Perfect Day” column broken down into easy-to-read, easy-to-enjoy blurbs

EXAMPLE :

Why go now: Spring is so almost here, and we've mapped out a kickoff to bring it a little closer. A stroll through the spiffed-up botanic gardens, platefuls of just-picked greens, and a buying spree of new plants and flowers should get you in the mood.

Denverites heart their dirt: Denver Urban Gardens broke ground on its 100th community garden last year. Let's hear it for triple digits!

And talk about green cred: NSAs (Neighborhood Supported Agriculture) give locals the chance to donate use of their yards to urban farmers in exchange for weekly produce. (eatwhereulive.com).

Bring on the veggies: Head to the nearby suburb of Aurora to walk around what we think is the best CSA (Community Supported Agriculture) in the area at DeLaney Community Farm.

Like what you see?: Sign up for weekly veggie pickups (dug.org)

Don't just look--eat!: Fruition, Z Cuisine, Fuel, Shazz, and Root Down all have chefs who spend as much time tracking down the freshest local food as they do preparing it. Fruition chef Alex Seidel even owns a farm in Larkspur.

Backstage botany in action: \$15 mil went a long way at the **Denver Botanic Gardens**, where a new greenhouse complex means you can now peek inside the massive glass structures for a behind-the-scenes look at horticulturists hard at work. Little ones will love the Mordecai Children's Garden, where they can build forts, splash around in the stream, and explore plant and insect life. \$13, 1007 York St., botanicgardens.org

- Side column: If you don't have a car - How to have the experience, take the day trip without a car in the city

4. Overseas (main feature section- somewhere abroad):

- This section will include everything you ever wanted to know about a particular location. Readers will turn to *Overseas* when planning their one big trip a year (or every other).
- Will include mini columns like *My Day/Night With a Local* and *Don't Forget to Bring...* along with a main feature piece.
 - **My Day/Night With a Local:** Part of the feature section that links up one of our writers with a local from whichever city is featured that month. The local will be selected from the online community, or in the case of the first month, friends of friends.
 - The column will focus on experiencing food, culture, day locations, and hot night spots that only locals are savvy, and sometimes welcome, to.
 - Designed for travelers that would rather see a city like a local rather than a tourist.
 - Formatted in a way similar to (and in the style of) Anthony Bourdain's "No Reservations," just in more condensed span of time.
 - **Cheat Sheet (language help):** A one-page spread dedicated to important phrases and words that any traveler will need to know when going to the featured city/country.
 - Typical listings will include how to ask for directions, greetings, please and thank you, food, numbers and other common words/phrases.

- For subscribers, this page will be able to be printed out and used when traveling, and if *Anywhere But Here* should move to print, this page will have perforated edges so that it can easily be torn out and used.

- Don't Forget to Bring...: A list of items tailored to a location that might slip one's mind when packing. Going to Egypt? It's hot so make sure you bring some baby powder to take away that shine. Didn't know you need outlet adapters when traveling internationally? Now you do.
- Can't Make It?: Can't make the trip? Bring the trip to you with fun, location-specific recipes you make in your own kitchen. (Will include examples)

5. *Footprints* (personal essays):

- Similar to *Allure's* beauty-related personal essays, the essays in *Footprints* will touch on why people travel: to get away from or learn about one's family; get a new perspective on life; de-stress. Essays about where people are going when they want to be "anywhere but here."
 - Possible titles:
 - "My Three I's: What I Learned Trying to Follow in Elizabeth Gilbert's Footsteps"
Looking for meaning in Italy, Indonesia... and Iraq.
 - "When the Only Friend You Travel with is You."
First-time solo travel experience
 - "The Kuta Frangipani Rosary Club"
Discovering the similarities between Catholics and Hindus
 - "How Not to Park a Car"
Adventures after getting a car towed in Vienna