



YOUNG ADVENTURESS

Contributor brief 2020

WHAT WE ARE ALL ABOUT

We believe in human-powered stories that can make real change.

[Start here.](#)

WHO READS OUR STUFF

Our readers are mostly curious, educated women who want to learn more about the world. They want to know that there are people just like them out there going through the same heartaches and victories of life

OUR VOICE

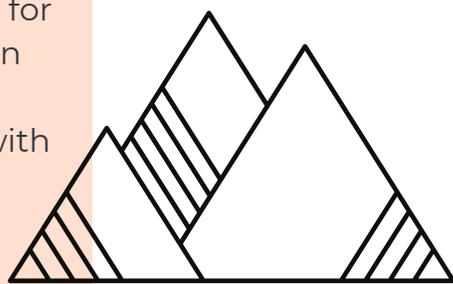
Written in a very candid, colloquial style, the tone for YA readers is casual, relatable, and modern, with swear words peppered in for good measure. We often liken it to the kinds of conversations you have with friends at a cafe.

What's Young Adventuress anyway?

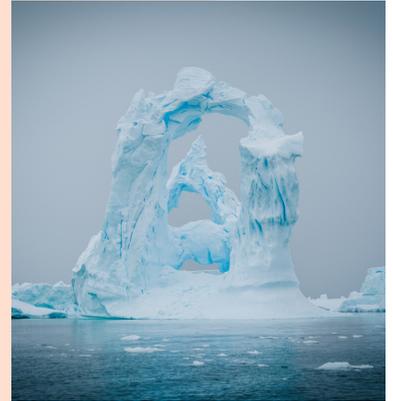
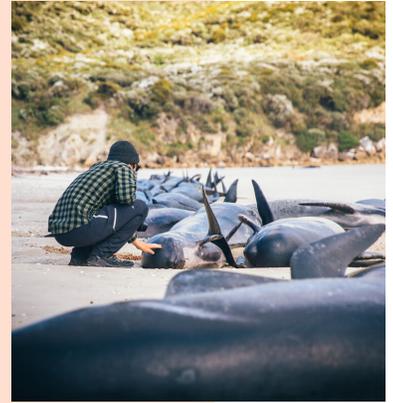
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Liz Carlson imagined Young Adventuress into reality from her university library in 2010, with no idea what it would lead to. Created to share stories and adventures from around the world, it evolved into one of the biggest independent travel communities in the world, winning awards and inspiring millions over the last decade. Named one of the most powerful women in travel by Condé Nast Traveler, Young Adventuress now aims to inspire people (especially women) to go beyond their comfort zones and explore the world.

Full of hilarious anecdotes, endless “why me” moments and compelling stories for the curious, Young Adventuress has evolved over the years to cover a wide range of interests from travel inspiration, exceptional photography, guides for living abroad and how to explore with purpose, and how to live the life of your dreams because we all deserve to.



*Travel is the setting,
not the story.*



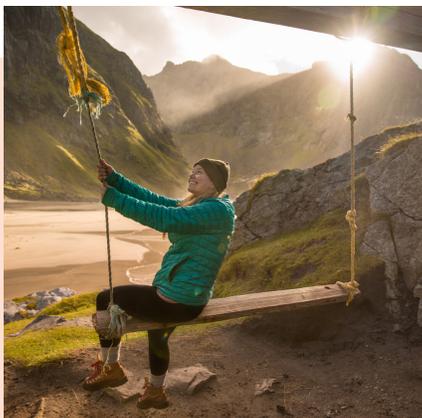
*Connecting people with the planet
through powerful storytelling*

Our editorial strategy here at YA

Our goal in 2020 is to inform, share, and inspire those who hunger to learn, who are curious about the world, and who want to do better. By offering engaging stories that celebrate the planet through its people, places, and wildlife, we aim to inspire others through our own personal journeys and growth.

We could all use a little joy and inspiration, especially these days.

By connecting people with the world through stories told from fresh and unexpected angles, we hope to not only change perceptions, and challenge stereotypes but also to truly give a crap about our planet. After a decade of travel to dozens of countries and all seven continents, perhaps the biggest lesson we've learned is that our world is incredible and deserves real protection and action.



STORYTELLERS WHO GET IT RIGHT

The Cut
The New Yorker
Here magazine
The Atlantic
The NY Times opinion + travel SECTIONS
Condé Nast Traveler
Longreads



WHAT WE LOVE

We have popular feature sections on YA like “This will probably get me hate mail” and “confessions” and “musings. We love immersive photo features that transport us and long-winded stories we can get sucked into. We love bright and colorful everything.

AND WHAT WE DON'T LOVE

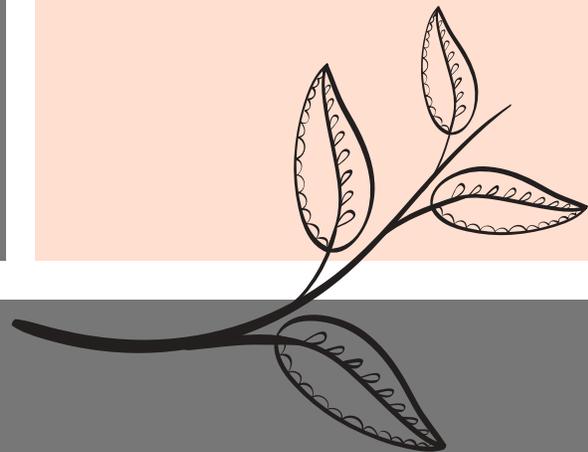
No travel guides PLEASE (read the room, people. We're all f*cking stuck at home). Also, we're not interested in destinations that are not already featured on YA. We stick to what we know. We don't want any of the same/same stuff we always see on travel blogs. Finally, no random stuff that doesn't fit with the above and content already on the YA blog. We don't like fast trends or unethical behaviors or values.

WHAT OUR STORIES OFFER

Create emotional impact. Make people cry, smile, and laugh. Include universal themes that everyone can relate to. Be real. Be authentic. Be human

Provide smart, intelligent, and informative work that delights and continues to surprise. Be witty and clever, even sarcastic and full of personality. Aim to educate but from personal growth, and thoughtfulness. Don't be preachy. Make your stories conversational. Ask questions. Share secrets. Don't talk "at" people but "with" people. Create a dialogue that is eternal and you can return to

Craft character-driven and personal stories. Write in first-person perspective, and don't afraid to be anecdotal, casual, and colloquial. Be yourself. We don't like BS. Our readers should be able to relate to your words through an emotional connection. We want to be memorable.



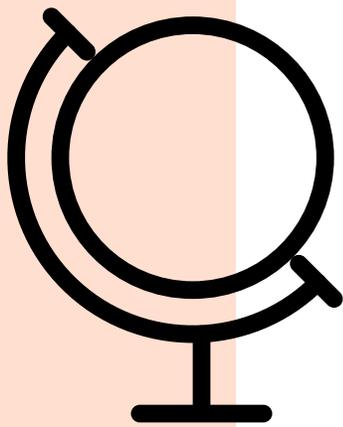
Be relevant to the current world and climate. Be a leader in ethics and good responsible behavior. Be modern, innovative and fresh. Take risks. Be bold. Be different and lean into your creative self

Your work must be shareable. Ask yourself, is this something you would be proud to post on your own social networks? Something your friends and family will share too? Consider what you like to read

DESTINATIONS WE'RE CURRENTLY CURIOUS ABOUT

New Zealand
Spain
Australia
Switzerland
Ireland
Italy
Malaysia
Hong Kong
Botswana
Dubai
Kyrgyzstan
Mongolia
Maldives
Rarotonga
Sri Lanka
The Arctic
(Northern Norway
Svalbard
Finland
Iceland for example)
The Antarctic and the
Southern Ocean
Other *very* wild and
remote places few visit

***Focus on stories and experiences in these places that are relatable, thought-provoking, and intelligent. Tell the story of a place through a unique lens*



The kind of stuff we are looking for at the moment

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- Solo female focus/women empowerment
- Expat and moving abroad
 - Things like Americans moving abroad
 - Expats moving to NZ
 - Kiwis moving overseas
- Adventure (all of it in any way)
- Personal growth and challenging yourself
- Self-employed and working from home
 - Blogging, Instagram, creative careers
 - Influencer and internet culture
 - how to work abroad
- Sustainability and responsible travel
- Wildlife
 - Birds, particularly in NZ
 - Whales and marine mammals
 - Endangered creatures in destinations we cover
 - Penguins and seabirds
- Culinary
 - Local food stories
 - Travel through food/think pieces
 - Ingredients that shape cultures
- Creativity
- Photography
 - Must be exceptional and unique/fresh
 - Photography essays considered
 - Relevant photo guides

Additional boring but important details

Features are 800 - 2000 words
Pay currently ranges between
\$50 - \$150 USD

If images are required, it will be negotiated with the story

Open to ideas for other mediums and platforms, like IG takeovers

Author bio + photo required

Can link to own site once per feature

Freebies, comps, press trips, sales, affiliates, ads ect - excluded unless otherwise discussed

Clever and exceptional SEO driven work that complements existing YA content will be considered



We are open to any and all wild ideas. Have you thought of something even better that deserves our eyeballs? Tell us why! We love to be proved wrong!



**HIT US WITH
YOUR IDEAS**

hello@youngadventuress.com



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