

A woman with short dark hair, wearing a brown hat and a dark striped long-sleeved shirt, is sitting on a brick wall. She is looking towards the camera with a slight smile. The background shows a town with white and blue buildings, and a green hillside with a mountain in the distance. A dark blue semi-transparent banner is overlaid on the image, containing the text.

# Sarah J C Gillespie

Freelance Writer

MEDIA KIT 2024

# About

Sarah Gillespie is a Scottish-Filipina freelance writer with bylines in Travel + Leisure, The Times, The Guardian, The Telegraph, National Geographic Traveller UK and the South China Morning Post.

In 2023, she won the AITO Travel Writer of the Year (Under 1,500 Words) Silver Award for her feature “Why the Philippines is the next southeast Asian hotspot,” published in The Times.



# Bylines

TITLE	DISTRIBUTION	TOTAL REACH
National Geographic Traveller UK	UK (print) + international (online)	16,000,000/month
The Times	UK (print) + international (online)	16,300,000/month
The Guardian	UK (print) + international (online)	22,400,000/month
South China Morning Post	Hong Kong (print) + international (online)	31,000,000/month

Please note: the above is designed to give an idea of potential geographic spread and is not a guarantee of coverage in any specific title.



# Writing Samples

- [The Times | Why the Philippines is the next southeast Asian hotspot](#)
- [The Guardian | Czech it out: leave Prague and Bohemia behind to discover a Moravian rhapsody](#)
- [The Telegraph | I discovered the secrets of Finland, the world's happiest country](#)
- [Travel + Leisure | Why I Keep Coming Back to This Seaside Town in Scotland](#)
- [National Geographic Traveller | Back to Basics \(Ecuador cover story\)](#)
- [JRNY Magazine | The Beautiful Island \(Taiwan cover story\)](#)

# Press Trip Case Study: Philippines Department of Tourism

## WHERE

- Manila, Bicol and Batangas

## WHEN

- 26/11/2022 – 04/12/2022
- Eight nights, nine days

## WHY (YOU SHOULD WORK WITH ME)

- Estimated cost of trip: USD \$2,670
- Value of coverage: USD \$129,700
- ROI: 4,758%

## COVERAGE

TITLE	TOTAL REACH	COVERAGE	EQUIVALENT ADVERTISING COST (USD)
The Times	1,381,000/month	1,400-word feature	\$67,000
National Geographic Traveller UK	16,000,000/month	600-word roundup	\$14,900
South China Morning Post	31,000,000/month	Two 1,200-word features	\$32,800
Wanderlust	1,200,000/month	1,500-word digital feature	\$15,000
<b>TOTAL</b>	<b>49,581,000/month</b>	<b>5,900 words</b>	<b>\$129,700</b>



# Thank You

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