



The Archipelago Press

Transportive stories by island-born hands, across shores

MEDIA KIT

THE ARCHIPELAGO IN VIEW

Who We Are

Founded by Filipinos in the diaspora, The Archipelago Press is a San Diego-based startup travel publication that spotlights the Philippines' rich heritage through evocative, cross-cultural stories that honor not just the archipelago's natural beauty but also its layered truths and the oft-unseen people behind them.

More than mere jump-off points to leisure, we view the *place* as a thoroughfare that bridges culture and meaning; a living narrative that roots readers in the familiar feeling of home – whether they're spectators, vagabonds, or long-time dwellers.

Through its weekly newspaper and monthly magazine, the press brings readers inside the soul of the country — one island, one archipelagic voice at a time.

What We Do

**Bridging cultures with in-depth,
culturally grounded stories**

In an era of clickbait and short-form content, The Archipelago Press returns to the art of storytelling and experiential travel guides to shed light on Philippine traditions, places, people, and puzzle pieces tucked behind glossy pages. Writing from a nuanced, decolonized lens, our homegrown talents — both in the Motherland and in the diaspora — inspire, inform, and buoy readers back to home — not only with zest but with cultural care and connection.

OUR WHY

Connecting worlds where gaps exist

There's no shortage of reads on *adobo* meccas in the Philippines, must-visit places to tick off your bucket list, or sun-kissed tropical beaches. Tucked away from sight are the country's complexities and the vital cultural exchange born from them.



The Archipelago Press provides balance and insight, showcasing the Philippines - both at its sunniest and at its twilight - with rich, personal on-the-road accounts of local and diasporic writers, alongside bold photography.

Beyond cultivating appreciation, we seek to redefine travel beyond being a purely hedonistic thrill, to a full-bodied immersion that resets understanding, links cultures at intersections, and gives new meaning to ardor — one that's built by experience sharing and a deep understanding that voyages are best relished with reality and the kinship we find along the way.

Adventure.

Bold and wide-spanning as the *haribon*, we soar far and wide in pursuit of curious quests, places, and people.

Authenticity.

We draw from unsugar-coated real-life accounts, deep-diving into critical questions that others might shy away from.

Agility.

Fueled by movement, our team delivers insider reports that address the shifting sands of tourism and tastes.

Creativity.

Going beyond the usual guides, we craft with imagination, insight, and texture that resonate with the collective.

Respect.

We celebrate and support diverse traditions, identities, and perspectives, ensuring fairness and cultural sensitivity in every effort.

Diversity and inclusivity.

As advocates of decolonization and the marginalized, we champion individuals across all spectrums, from featured figures to outliers.

Sustainability.

Committed to ethical tourism, we highlight environmentally-sound practices, destinations, customs, and collaborations.

Community.

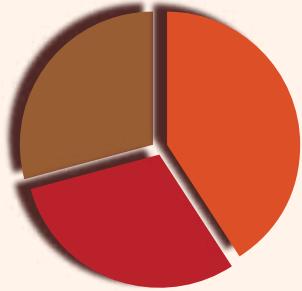
Guided by *bayanihan*, we encourage dialogue in our community spaces, empowering all sectors to not merely witness, but co-create inclusive societies.

Transparency.

Believing transparency as foundational to stakeholder trust, we embed it across all efforts, from content creation to business conduct.

OUR VALUES

OUR



41%

Filipino-American residents
in San Diego County, CA

30%

Millennials interested in
experiential travel
in the Philippines

29%

General US travelers
to the Philippines



Where They Are At

California

Broader US

Philippines

Geographies beyond
the United States

AUDIENCE



Severino Profeta Reyes, Founding Editor

Sev emigrated from Cavite to California at the age of 7 and, despite being surrounded by Tagalog-speaking *kababayan*, lost his native language. Fifty years later, after earning a BA in Economics (UCLA), he embarked on re-learning Filipino. Pursuing his passion for linguistics, language, and literature, he obtained an MFA in Creative Writing/Poetry. His thesis, *Geography of Somewhere*, explored physical, psychological, and cultural third spaces as he travelled across the US in search of belonging and identity. Beyond Filipino, Sev is pursuing fluency in Portuguese and Chabacano.



Gretchen Filart, Managing Editor

Gretchen's 17-year writing experience spans freelancing for local newspapers to helming print and digital travel magazines as Editor-in-Chief. A Best of the Net and Pushcart Prize-nominated poet and essayist, her visceral pieces appear in local and international anthologies and earned recognition in global writing competitions. She explores small infinities, intersections, and the human experience in her work, alongside advocating for psychosocial health as an individual with bipolar and ADHD.



Allandale Antenero, Founding Travel Writer

Allandale is a Filipino immigrant and former freelance travel writer, now residing in San Diego. He now rebuilds his life in the medical field, fostering a sense of purpose as a certified nursing assistant while studying full-time to become a registered nurse. Despite being diagnosed with dyslexia, he continues to write personal travel narratives and essays that explore the intersectionality of race, class, and gender, navigating between the past and present; the homeland and the so-called "American dream".

Voices of The Archipelago

Our Editorial Team



Maia Imperial
Editorial Designer

Innately curious and versatile, Maia wears several hats as a musician, video editor, graphic designer, photographer, and cinematographer.

She began photography at age 11, and at 16, landed her first travel assignment with Northbound Magazine. She later covered music and fashion events for brands and briefly worked in advertising before returning to her favorite subjects: still life and in-betweens.



Carmelo Perlas
Editorial Cartoonist

Carmelo is an award-winning illustrator who began his career at age 14, contributing to major titles like *Pilipino Komiks* and *Abante Komiks*. A consistent winner in regional and national school press competitions, his top accolades include the 2005 Presidential Award for Culture and Arts and 2nd place in the 2007 NCCA National Editorial Cartooning competition. Currently, he balances a role as a Creative and Design Officer with his work as an Editorial Cartoonist for *The PH Insider*. He remains a prolific contributor to publications like *Liwayway* and *Bannawag* while maintaining an active practice in local and international comic commissions.

Voices of The Archipelago

Our Word Weavers

Our pool of resident travel contributors comprises prizewinning and published writers, authors, and adventurers whose compelling voices empower our audience to imagine and experience *place* as a breathing narrative; as a homecoming.



Ron Medina Cruz

A self-professed "relic of the travel blogging era", Ron's long-standing affair with travel includes co-founding *PHL360*, the Philippines' first travel

web series. He is currently a Vice President at a global bank in Singapore, an entrepreneur, and a proud microwave chef. Ron's narratives are driven by his favorite writing tool: the backspace key—proof that regret fuels creativity far better than inspiration ever could.



Heather Ann Pulido

Heather is a Kankanaey-Ibaloi writer and teacher whose work on class, womanhood, Indigenous identity, and the many meanings of "home" have graced local and international journals

and zines. She also pens children's fiction in English, Filipino, Ilocano, and Kankanaey — one of which earned her a place in the 70th Carlos Palanca Awards. In 2024, she co-founded *ili press*, an indie publisher that heralds culturally responsive and inclusive Cordilleran literature.



April Pagaling

Poet and essayist April Pagaling spans years of movement between freelance copy, articles, and social media work for brands, while running her food blog,

relaxlangmom.com. She is the author of *Marinduque Is in the Heart*, a narrative memoir of her island home, the damage of mining, and the slow work of living with it.



Jade Mark Capiñanes

Jade is the author of the fiction collection *How to Grieve*. Born and raised in southern Philippines, he is a two-time Palanca Awardee for essay.

Voices of The Archipelago

Our Word Weavers



Kara Santos

Kara is a Manila-based freelance writer and adventurer whose work has been published in *Lonely Planet*'s website and travel guidebooks. Apart from chronicling her quest toward visiting all 82 Philippine provinces in 2019 and 'round-the-world journeys in her renowned blog, *Travel Up*, she writes for print and online publications, covering travel, lifestyle, food, and motoring.



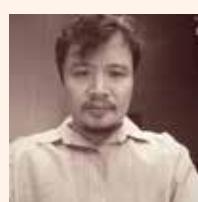
Gelyka Dumaraos

A Rizal-based former journalist, Gelyka now finds healing and happiness in writing prose about childhood, nostalgia, travel, and the quiet journey back to oneself. She contributes to local newspapers, including The Manila Times and BusinessMirror—keeping coffee close, the road closer, and her stories somewhere in between.



Timothy Jay Ibay

TJ has 15 years of professional writing experience. After working as a writer and editor for print travel and lifestyle publications, he gradually transitioned to digital content, covering a range of subjects from tech and consumer products to digital marketing and wellness. When not grinding for his litany of hobbies, you'll likely find him riding his bikes around the Philippines or playing with his cat.



Karlo Lagman-Sevilla

Karlo Sevilla is the author of seven poetry books, including his most recent chapbook *Recumbent*. A three-time nominee for the Best of the Net, his poems appear in *Philippines Graphic*, *Philippines Free Press*, *Protean*, *Matter*, *Radius*, and elsewhere. He is a 2024 International Fellow of the International Human Rights Art Movement (IHRAM) for poetry.

Voices of The Archipelago

Our Word Weavers



Carissa Bongalosa

At 24, Carissa boarded her first flight to Dubai for work, where a trip to Petra sparked her hunger for exploration. Later choosing to stay in the Philippines, she transformed her blogging hobby into a career in copywriting and SEO, co-founding a travel website while writing for local magazines like Northbound and Zee Magazine. Now based in Cebu, Carissa chronicles her solo and family travels with humor and reflection as she discovers home anew.



Benj Gumabat

Benj is a trilingual, non-binary, and PWD cultural worker from Ifugao and Cagayan, completing a BA in Creative Writing at UP-Diliman. They are an essayist and poet advocating for regional languages and the politicization of the queer-disabled experience. A member of CAP, Ubbog, and GUMIL, Benj has participated in major writing workshops. Their works, found in local and international journals, explore colonial trauma, belonging, translingualism, queer identity, disability justice, and migration.



Nine Andres

Balancing the grind of the daily clock with a hunger for altitude, Nine navigates the Philippine backcountry with mermaid hair and mud-stained boots. Her writing bypasses the polished brochure to find the pulse of the community. A veteran contributor to platforms like Out of Town Blog, Nine captures the archipelago not just as a destination but as a living ancestor.



Ivan Jim Layugan

Ivan is a researcher and teacher from Baguio City, now based in Japan. He specializes in gendered narratives, children's rights, and participatory culture. He is the Director of Research and Policy Development at Rainbow Rights PH. He has led campaigns for Save the Children, Oxfam, and the National University of Singapore, where he was a Research Fellow in 2020. His work appears in Rappler, The Philippine Star, and Positively Filipino.

Voices of The Archipelago

Our Word Weavers



Christine Fernandez

Known for her relentless passion for hiking and open water swimming, Christine initially wrote about her trips on her travel blog, *Jovial Wanderer*, as a pay-it-forward act after receiving kindness from fellow bloggers. Her strongest suits are listening and engaging strangers in a conversation, both of which shape a deeper understanding of the world.



Bernard Supetran

Bernard is a 50-ish lifestyle writer whose passions include media consulting, travel planning, bike touring, scuba diving, and recreating Filipino heroes through historical reenactment gigs. He is also a freelance college lecturer on journalism, environment, and tourism. He writes the motoring column Day Tripper at the Philippine Daily Inquirer.



Marky Ramone Go

Marky is a travel junkie, writer, and photographer based in Bulacan. Aside from contributing articles to several print publications and websites, he narrates his experiences wandering the Philippines, Southeast Asia, Sri Lanka, and India on his travel blog, *Nomadic Experiences*. He is keen on exploring South America next and tracing Jack Kerouac's *On the Road* trail in the United States to Mexico.



Christian Sangoyo

Christian once roamed Asia relentlessly with nothing but a backpack and camera gear. Now older and with a family, he has since slowed down to traveling just a few times a year, preferring kid-friendly destinations and a rolling luggage. When not on the road, he spends his time caring for his feisty kid, writing, and organizing his music library.



Our Advantage

✓ Multichannel distribution for varied tastes

With our content accessible digitally, and physically in partner bookstores, newsstands, travel agencies, and Filipino cultural centers across California and beyond, your brand becomes discoverable and far-reaching.

✓ Access to niche market

Our strategic location in San Diego – home to legions of Filipino-Americans seeking personal ties to heritage and American travelers keenly interested in the Philippines – offers partners prime access to this target demographic.

✓ Seasoned editorial team

Our team is powered by published editors, award-winning writers and artists, and fearless adventurers who transform your message into an immersive experience, giving it a compelling, trusted voice that captivates audiences.

✓ Cross-cultural resonance

Boosting cross-cultural understanding, we honor diverse Filipino identities and build a bridge between Philippine destinations and our American readership, including the Filipino diaspora.

✓ Firm brand values

Our commitment to thoughtful partnerships, intentional storytelling, cultural awareness, and respect deepens our community ties and enhances reader loyalty.

IN NUMBERS

2023

US was one of the top source of visitors to the Philippines with **903,299 arrivals**.

2028

The Archipelago Press's projected subscriber base: **10,000 print and digital readers**

2032

Philippine tourism-revenue could reach **\$104.4 billion** globally

Explore Partnership Avenues

Flexible promotional channels that cut through the noise, amplify brand awareness, and engage communities you care about.

Traditional Advertising Packages (Print & Digital)

Tap into our niche audience with custom advertising placements of your choice, plus discounts for extended campaigns.

PRINT ADVERTISING Per issue (Weekly)		DIGITAL ADVERTISING (Weekly)		PRINT + DIGITAL Packages	
Placements	Rate (USD)	Placements	Rate (USD)	Placements	Rate (USD)
Premium Ads (Inside Front Page, Wraparound, Bookends, Double Page Spread)	\$2,000	Premium Digital (Homepage Takeover / Hero Banner, Newsletter Top Banner)	\$500	Premium Advertising Package Print: Inside Front Page OR Wraparound OR Double Page Spread Digital: Homepage Takeover / Hero Banner + Newsletter Hero Feature / Top Banner	Weekly: \$2,100 (a la carte: \$2,500) 4 weeks: \$8,500 (a la carte: \$9,500)
High-Impact Ads (Standard Full Page, Towers, Inverted T, Top & Tail, Reverse L)	\$1,500	High-Impact Digital (Full-width in-article banner, Mid-page placement, Scrollable sidebar)	\$300	High-Impact Advertising Package Print: Standard Full Page, Towers, Inverted T, Top & Tail, or Reverse L Digital: Full-width banners within website articles + Embedded Story Promotion /Mid-Page Banner	Weekly: \$1,500 (a la carte: \$1,800) 4 weeks: \$6,000 (a la carte: \$6,840)
Standard Placement (Half-page, Modular units)	\$750	Standard Digital (Footer banners, Newsletter sidebar, In-article callouts)	\$100		
Duration	Rate (USD)	Duration	Rate (USD)		
1 issue	Base price	1-time	Base price		
4 issues (1 month)	5%	1 month	5%		
12 issues (3 months)	10%	3 months	10%	Standard Advertising Package Print: Half-page OR Modular units Digital: Footer banners / Small modular banners + Newsletter sidebar or mid-section feature	Weekly: \$700 (a la carte: \$850) 4 weeks: \$2,900 (a la carte: \$3,230)
24 issues (6 months)	25%	6 months	25%		
52 issues (12 months)	40%	12 months	40%		

Rates are for a small audience launch tier of 5,000 weekly readers.

Explore Partnership Avenues

Flexible promotional channels that cut through the noise, amplify brand awareness, and engage communities you care about.

Sponsored Content and Native Advertising

Build brand awareness and loyalty through featured content that sparks curiosity and aligns with your brand narrative and target audience. No fluff, just value.

Content	Rate (USD)
Single Feature Article 600 to 800-word article, with photography support to highlight your brand, product, or service	\$1,200
Full Feature Article 1,200+ word-story, with richer visuals, and on-site reporting options for deeper engagement with readers	\$2,500
Standard Digital Interconnected series of articles on your brand, spread across issues. Best for seasonal campaigns and thematic storytelling.	\$5,000 - \$8,000
Branded Story Integration Seamlessly integrates your brand or product into editorial content, maintaining authenticity for subtle, trust-building promotion.	\$1,800
Interview / Profile Feature Shine a light on key figures — founders, chefs, and more — giving your brand a human voice that resonates with readers.	\$1,200

Affiliate Marketing & E-Commerce

Partnering only with brands whose offerings align with our values and readership, our affiliate options connect you with an engaged online audience that's seeking *exactly* what you offer.

Content	Rate (USD)
Curated E-Commerce Feature A dedicated spotlight in our e-commerce section to showcase your offerings to discerning readers	\$400
Product Roundups/Gift Guides Boost discoverability by showcasing your product alongside curated brands in themed roundups or guides.	\$750
Affiliate Placement Drive direct conversions, steady engagement, and trackable ROI with your products or service recommended within editorial content or dedicated sections.	5-12% commission + optional low base fee of \$0 to \$200

Rates are for a small audience launch tier of 5,000 weekly readers.

Explore Partnership Avenues

Flexible promotional channels that cut through the noise, amplify brand awareness, and engage communities you care about.

Bundled Packages (Print + Digital + Story)

Enjoy both wide visibility and exceptional narrative support.
Save 15-30% compared to a la carte pricing!

Content	Rate (USD)
Premium Press Package Print: Premium Print Digital: Homepage hero banner+ Sponsored article Other Inclusions: Social media snippets	\$6,500
High-Impact Press Package Print: Standard Full Page Digital: Article banners Other Inclusions: Scrollable sidebar	\$4,000
Standard Press Package Print: Half-page print Digital: Digital banner banner Other Inclusions: In-article mentions	\$1,800



Other Collaboration Opportunities (SOON!)

Events and travel experiences

Foster partnerships with industry stakeholders through The Archipelago Press-organized travel events, expos, festivals, and cultural experiences.

Digital marketing campaigns

- Social media engagement
- Influencer and blogger partnerships
- SEO/Content collaborations with media outlets, Filipino cultural organizations, and travel agencies

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Ready to bridge borders? Let's sail.



The Archipelago Press

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