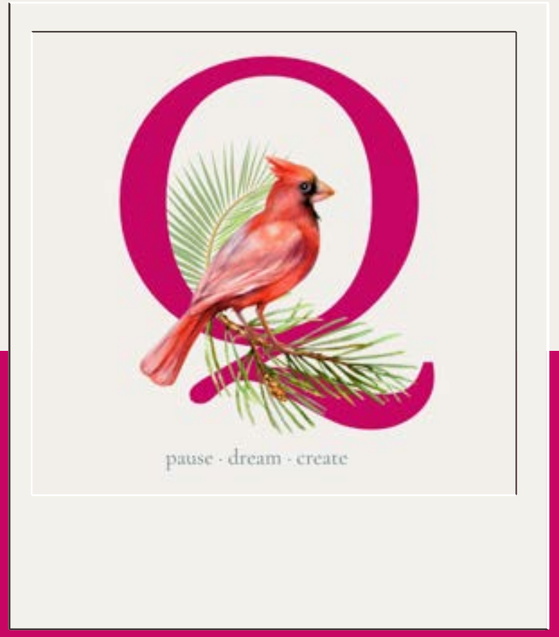
MEDIA KIT 2026-2027



An independent digital magazine

Queen of Treasures

Mapping the World through Wit & Curiosity

Global Affairs · Travel & Wellness · Arts & Culture · Fiction & Humour

Founder & Editor: Ambica Gulati

BACKGROUND & VISION

OUR PHILOSOPHY: PAUSE · DREAM · CREATE

26+ Years of Editorial Craft

"Journalism taught me to be observant,
dig deeper, question and analyse,
and then tell the story that matters."

Ambica Gulati is an independent journalist, editor and multimedia storyteller with more than 26 years of experience across print and digital media. She has held senior editorial positions at *Swagat*, *Outlook Traveller* and *Life Positive*, and has written for *Patriot* and *The Times of India*. She has also appeared on *CNN-News18*.

Curated reportage, long-form features,
reflective storytelling that looks beyond the 24-hour headlines
because sustained attention leads to true understanding.

The Four Editorial Pillars

TRAVEL & PHOTOGRAPHY

Destinations, heritage, immersive experiences, responsible travel, nature, wildlife and places as living archives.

CULTURE, ARTS & GLOBAL AFFAIRS

Arts, literature, history, cultural memory, international affairs, ideas shaping power and identity.

WELLNESS & INTUITION

Mindful living, reflection, creativity, personal growth and wellness practices, rooted in cultural context.

BIG WORLD, SMALL STORIES

Humour, satire, fiction, nature writing, mysteries, adventures, the contemplative and the inexplicable.

A Global, Engaged Audience

4.05M

Google Search Impressions

3.54M

Google Image Search Impressions

201K

Appearances in Google's AI-generated results

7.5

Average Google Search position

4,000+

Average monthly page views

34,000+

Peak month: Dec 2025

150 COUNTRIES

Audience

Source: Google Search Console and WordPress Stats, 24 Oct 2025 – 24 Oct 2026. Figures vary by query and period.

Who We Write For

Thoughtful Travellers seeking slow, immersive, and eco-conscious heritage journeys.

Culturally engaged readers who enjoy looking beyond headlines and itineraries.

Our readers include artists, writers, diplomats, policymakers and legal professionals**.**

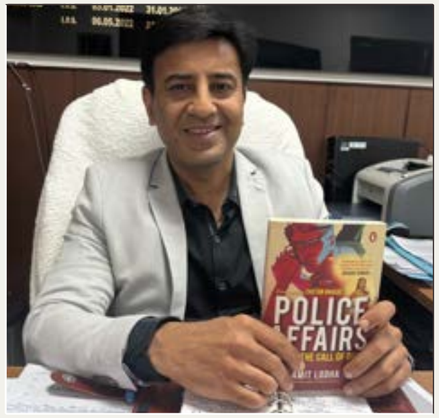
Readers in 150 countries. Top locations: India, USA, China, UK

350+ articles, original photography, interviews, reviews and multimedia work.

Our archive includes evergreen features and stories across multiple subject areas, creating opportunities for relevant content to remain discoverable beyond its initial publication.

Selected Works & Credentials

Polish Ambassador Dr Piotr Świtalski: Literature, Identity and Connection



Amit Lodha, ADGP, Bihar Police: *Police Affairs* and the series *Khakee*

Taruna Ardhendumauli Prasad, Supreme Court Advocate-on-Record: Legal advice on social media

Nashik with Maharashtra Tourism: Wine, Nature, Museums

Work produced following familiarisation visits.

Also: Sharjah nature reserves, Suryagarh Jaisalmer | CNN-News18: The Magical World of Flowers | World Journalists Conference 2021

How We Collaborate

Editorial Features

Destination stories, cultural reviews, long-form and short-form narratives, with social media, podcast extensions.

Journalism with perspective

Visual Stories

Curated photographic series, video reels, documentaries and licensed imagery for destination marketing and cultural archives.

Stories with context

Custom Publishing

Coffee table books, heritage and destination guidebooks, booklets and corporate editorial projects.

Original storytelling

Workshops, Talks & Bespoke Tools

Soul Cartography creative workshops, panel discussions, and creativity tools.

A multidisciplinary lens

Soul Cartography workshops help participants work through burnout, creative blocks and change.

We seek collaborations that serve a clear purpose and fit our publication.

Editorial judgement, clear disclosure and reader trust remain central to our work.

Our Partnership Principles

Editorial Independence

We don't publish promotional content without a story, or offer generic pay-for-visibility placements.

Transparency & Disclosure

Sponsored and commissioned work is clearly labelled on all platforms.

Agreed Terms & Deliverables

Editorial arrangements, deliverables, usage rights and commercial terms are agreed in writing before work begins.

Mutual Value

We welcome proposals offering compelling stories, experiences, cultural connections, or ideas our readers genuinely value.

We work with destinations, tourism boards, hospitality brands, cultural institutions,

publishers, individuals and organisations seeking thoughtful storytelling.

Each collaboration is scoped individually.

Multi-Channel Presence

queenoftreasures.com
The Editorial Home

@queenoftreasures22
Visual Storytelling

@ambicagulati
Professional Expertise

@queenoftreasures
Evergreen Discovery

MORE DIGITAL FOOTPRINTS

@queenoftreasures

@gulatiambica

@queenoftreasures22

@queenoftreasures

@ambica22.bluesky.social

@queenoftreasures

25,000+ followers across Instagram and LinkedIn | 15.5k monthly Pinterest views | Data as of 24 Oct 2026

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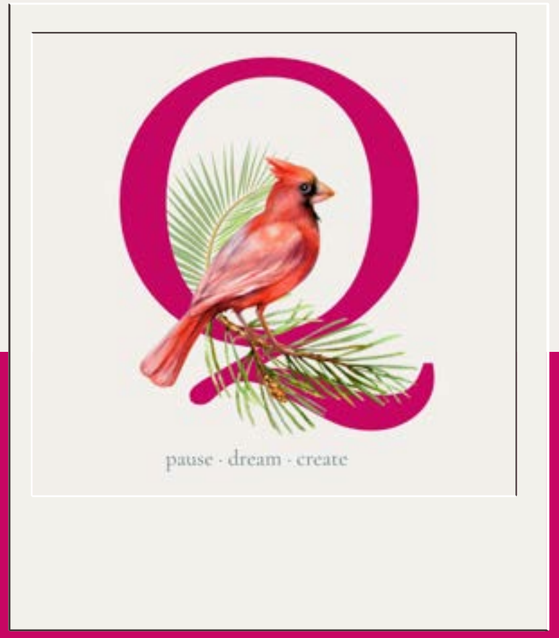

Let’s Collaborate for stories that become legacies

Queen of Treasures

email: ambicagulati@gmail.com

website: queenoftreasures.com

Instagram: @queenoftreasures22 | LinkedIn: @ambicagulati

For editorial commissions, destination storytelling, custom publications and creative collaborations, get in touch.
Rates and packages on request. I reply within 48 business hours.