



**The *Essentially America* email newsletter
is mailed quarterly to our
opt-in database of 50,000+ UK consumers who have
requested travel information about the USA**

ESSENTIALLY AMERICA EMAIL ADVERTISEMENT RATES

The email is a combination of editorial and advertorial, and the cost of advertising in each newsletter is just \$450 net per issue. We are offering a special discounted rate of \$1500 net for the next four issues.

CUSTOMIZED EMAIL NEWSLETTERS

Create your own dedicated email
\$2,500 per mailing or just \$9,000 for a series of 4

ESSENTIALLY AMERICA EMAIL CLOSING DATES

Ad close and copy deadline
December 10, 2010
March 18, 2011
June 17, 2011
September 16, 2011
December 9, 2011

Email will be distributed the week after advertising close. There are only a limited number of advertorial slots available in each issue, and these will be sold on a first-come basis, with priority given to advertisers who buy into all four issues.

Materials: All we need from you is approximately 20 words of text, an image or logo and a web site link.

ESSENTIALLY AMERICA EMAIL READERSHIP

<u>Travel habits and preferences</u>			
How many times have you visited the USA?		Which areas of the USA would you like to visit in the future:	
0	7%	California	57%
1	8%	Chicago/Midwest	30%
2	9%	Florida	32%
3	8%	New England	56%
4	7%	New York City	41%
5+	62%	Pacific Northwest	39%
Which areas of the USA have you visited?		Rockies	53%
California	66%	Southwest	28%
Chicago/Midwest	31%	Texas	30%
Florida	66%	Washington, DC	34%
New England	47%		
New York City	68%	77% are considering a holiday to the USA within the next 3 years	
Pacific Northwest	20%		
Rockies	26%		
Southwest	30%		
Texas	22%		
Washington, DC	40%		

ESSENTIALLY AMERICA EMAIL CONTACT INFORMATION

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