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**LAUNCH OF AN INNOVATIVE NEW DIGITAL ADVERTISING NETWORK
FOR THE TRAVEL INDUSTRY**

Dallas, Texas (May 19, 2014) The global consumer travel magazine *Essentially America* and its parent company, Phoenix International Publishing, announces the launch of a new digital advertising network - **Essentially America | click**.

Essentially America | click provides two main advantages to travel advertisers. It delivers clicks directly to advertisers' own web sites and it improves the cost-effectiveness of digital marketing by locking in a fixed cost per click from a curated network of over 500 websites in 11 countries. Participation in **Essentially America | click** is only available to advertisers in any of the eight *Essentially America* editions published worldwide. This new initiative is set to become the travel industry's most efficient and comprehensive digital advertising network.

How the new digital advertising network works in practice

Using a cost-per-click (as opposed to cost-per-impression) model, advertising spend will generate a guaranteed number of clicks directly to the advertiser's website from prospective travelers interested in learning more about the destination, attraction or product. With many other digital advertising opportunities, the click from a prospective traveler goes to a landing page on a third-party website rather than directly to the advertiser. With **Essentially America | click**, the lead goes directly to the advertiser's site – offering complete accountability and control.

Analysis shows that the effective cost per click when paying on a traditional cost-per-impression basis is often anywhere from two to ten times more expensive than the **Essentially America | click** network. **Essentially America | click** is simply a more efficient way to attain website traffic.

The **Essentially America | click** network is a well-researched and curated network of approximately 500 websites around the world, with a focus on the leading feeder markets to the USA, including:

- Online Travel Agencies (OTAs) - both global and country-specific brands
- Leading in-country news and travel websites
- Additional country-specific travel sites, including those with a focus on travel news, hotel reviews, tour operator websites and smaller in-market OTAs.

At launch, advertisers using the **Essentially America | click** network can choose to feature on sites in the UK, Germany, Canada, Mexico, Brazil, Australia, China, Japan, Korea, India and Russia.

Advertisers decide how many clicks they want to receive, from which global markets and during which time periods throughout the year. The minimum order is 1000 clicks. No matter how many impressions it takes, advertisers only pay for the clicks that are ordered. At the end of each month a detailed country-by-country report is provided to aid future targeting.

“This is an exciting new development that fills a gap in our portfolio of advertising products” commented Simon Todd, president of Phoenix International Publishing. “At *Essentially America* we made a conscious decision to wait, watch the online market evolve and then develop a premium digital advertising solution that fits the needs of our clients and delivers effectiveness and value, rather than rush into one that simply exploits online functionality without accountability.”

Initially **Essentially America | click** is offering its existing clients this new service at a special offer price of \$6,000 per 1,000 clicks (equivalent to just \$6 cost-per-click). Discounts are available for larger digital advertising programs.

To find out more and to discuss how **Essentially America | click** can transform the efficiency of your online marketing spend, contact Larry Cohen at larrycohen@phoenixip.com or call **+1-203-255-8800**

About Phoenix International Publishing

Phoenix International Publishing is a leading publisher of travel and lifestyle magazines and guides and has at its core the production of *Essentially America*, an exceptional consumer travel magazine printed and distributed in multiple languages in the UK, China, Mexico, Brazil, Canada, Germany, Japan and Australia. With a major focus on international inbound travel to the USA and Canada, Phoenix International Publishing also produces domestic travel and lifestyle publications in printed and digital formats. For more information visit www.phoenixip.com

Advertising

To discuss advertising in *Essentially America* and other Phoenix International Publishing publications, please contact Larry Cohen at +1-203-255-8800 or larrycohen@phoenixip.com

Contact:
Simon Todd
President
Phoenix International Publishing
simontodd@phoenixip.com
+1-682-831-0133