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FOR IMMEDIATE RELEASE

## **ESSENTIALLY AMERICA LAUNCHES IN AUSTRALIA & NEW ZEALAND**

**Dallas, Texas (October 28, 2013)** - Phoenix International Publishing today announced the expansion of its internationally renowned publication, *Essentially America*, into Australia & New Zealand, having signed a joint venture marketing agreement with CMMA Digital & Print Pty Ltd. Currently *Essentially America* is published in the UK, China, Mexico, Brazil, Canada and Germany. This latest development extends the brand into new southern hemisphere markets that offer enormous reach potential to commercial partners.

The first issue in Australia & New Zealand will be published in March 2014 in conjunction with Brand USA. All advertising in this issue will receive a 100% match from Brand USA, making this an extremely cost-effective advertising opportunity for those wishing to target Australian and Kiwi travelers to the USA.

"This is another excellent arrangement for us" commented Simon Todd, president of Phoenix International Publishing and publisher of *Essentially America* magazine. "CMMA is a highly regarded local publisher, and we believe that Australia & New Zealand are destined to be new and exciting growth markets for us - visitors from Australia spent a record-breaking \$5 billion on U.S. travel and tourism-related goods and services in 2011, representing an increase of more than 22% year on year."

"*Essentially America* is the most popular global publication about inbound travel to the USA, and this new marketing agreement fits very comfortably with our expansion goals for the business," said Nick Cutler, managing director of CMMA. "Travel and tourism exports account for 30% of all USA service exports to Australia so the potential of this new arrangement is enormous for all parties."

### **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. 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.

### **About CMMA**

CMMA Digital & Print Pty Ltd is a privately owned custom publisher based in Sydney, Australia. With a management team that boasts over 85 years publishing experience, the business has been successful in creating custom media & content for some of Australia's most well-known brands. CMMA Digital & Print Pty Ltd works across a vast range of subject areas to develop and deliver engaging content in various bespoke media formats including magazines, iPad Apps, Websites, e-zines and point of sale collateral.

## **Advertising**

To discuss advertising in *Essentially America* and other Phoenix International Publishing publications, please contact Larry Cohen at +1-203-255-8800 or [larrycohen@northeast-media.com](mailto:larrycohen@northeast-media.com)

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