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FOR IMMEDIATE RELEASE

## **ESSENTIALLY AMERICA ANNOUNCES PARTNERSHIP WITH BURDA IN GERMANY**

**Dallas, Texas (December 10, 2013)** - Phoenix International Publishing today announced the expansion of its internationally renowned publication, *Essentially America*, into Germany, having signed a licensing agreement with BCN (Burda Community Network GmbH), the leading German magazine marketer. Currently *Essentially America* is published in the UK, China, Mexico, Brazil, Canada and will launch in Australia in March 2014. This latest development extends the brand into another important market that, recent experience has shown, offers enormous potential for future growth.

*Essentially America* was first published in Germany in March 2013 under the title 'Mein Amerika'. This new partnership secures the future of the brand in this important European territory and the first issue under the agreement will be published in January 2014 in conjunction with Brand USA. All advertising in this issue will benefit from a 100% match by Brand USA, making it an extremely cost-effective advertising opportunity for those wishing to target German travelers to the USA.

"Germany has proved to be an important market for us" said Simon Todd, president of Phoenix International Publishing and publisher of *Essentially America* magazine. "Burda is an international publishing giant and we are delighted to have BCN as our German partner. This is further endorsement of our worldwide brand expansion program, into a market which sends nearly two million visitors a year to the USA."

"*Essentially America* is the best-known global publication about inbound travel to the USA, and has great synergy with our media portfolio," said Andreas Schilling, managing director at BCN. "German travelers to the USA are growing at a consistent rate from an already large base, so *Essentially America* will fulfil the needs of an important market niche."

### **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 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.

## **About BCN (Burda Community Network GmbH)**

BCN (Burda Advertising GmbH) is the international marketing unit of the Hubert Burda Media group. BCN acts as a market interface between the advertising industry, media agencies and the media world of Burda and other media partners. BCN boasts a gross advertising turnover of €454 million and a market share of 16.7 percent (according to Nielsen Media Research 2012) and currently holds marketing mandates from SKY Germany and other international media groups such as Lagardère (France), GrupoZeta (Spain) and the Indian Hindustan Times Media.

The portfolio of Hubert Burda Media encompasses 303 magazines - 77 titles are published in Germany alone, including market leaders such as Elle, Elle Decoration, InStyle, Harper's Bazaar, Bunte, Focus and Freundin. A further 226 magazines are published in eleven countries outside Germany.

## **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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