



FOR IMMEDIATE RELEASE

***ESSENTIALLY AMERICA* CELEBRATES ITS 20TH ANNIVERSARY BY EXTENDING DISTRIBUTION INTO EIGHT COUNTRIES**

Dallas, Texas (April 1, 2014) - Phoenix International Publishing marks the 20th anniversary of the launch of its internationally renowned publication, *Essentially America*, by consolidating its global expansion yet further. *Essentially America* is now (Spring 2014) available in the UK, China, Mexico, Brazil, Canada, Germany, Japan and Australia. This extends the brand into further important markets that account for more than 75% of all international visitation to the USA, and this global reach is best demonstrated by a total circulation of approximately 650,000 copies in the first quarter of 2014 alone.

Essentially America was first published in the UK in Spring 1994 under the editorial direction of Mary Moore Mason, who continues to lead the multi award-winning team of travel journalists and has recently been appointed the first American chairman of the 270-member *British Guild of Travel Writers*. Since coming under the parentage of Phoenix International Publishing in 2001, the publication has continued to flourish and evolve to satisfy the print and digital demands of today's readership. With extensive experience in the travel and lifestyle sector and an award-winning editorial team, Phoenix International Publishing also offers clients thought leadership in contract publishing. As evidence of its position at the forefront of global developments, it is the only media owner that is a member of the China Ready Task Force charged with maximizing the many opportunities presented by the growing number of Chinese visitors to the USA.

In addition to *Essentially America*, the company's in-depth international and specialist insights are employed to produce dynamic print and digital destination marketing products in partnership with various clients such as Brand USA, Great Lakes USA, Colorado and Utah.

“Our 20th anniversary has somewhat crept up on us as we continue to expand the brand with our international partners, but there is no doubt that *Essentially America* is the best-known global publication about inbound travel to the USA,” said Simon Todd, president of Phoenix International Publishing and publisher of *Essentially America* magazine since 2001. “It is a significant milestone that recognizes our heritage but our goal is to look forward in a fast changing marketplace to ensure we continue to satisfy the needs of our readers and our clients, and publish compelling and relevant travel information in a user-friendly format.”

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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@northeast-media.com