



FOR IMMEDIATE RELEASE

**NEW OWNER FOR PHOENIX INTERNATIONAL PUBLISHING:
Essentially America goes from strength to strength**

Chicago, Illinois (March 26, 2018) - Phoenix International Publishing today announced that it is under new ownership as Tobias Zerr takes over as Publisher of *Essentially America* and President of Phoenix International Publishing Media Corp. 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.

Phoenix International Publishing Media Corp. will continue to have at its core the production of *Essentially America*, the leading international consumer travel magazine about the USA printed and distributed in multiple languages in the UK, China, Germany and Mexico.

The organization's in-depth international and specialist insights are also dedicated to the production of dynamic print and digital destination marketing products on behalf of clients such as Brand USA, Rocky Mountain International, Great Lakes USA and Utah.

Essentially America was first published in the UK in Spring 1994 under the editorial direction of the highly-respected US travel writer Mary Moore Mason, who will continue to lead the multi award-winning team of travel journalists as it moves towards publication of its 100th issue later in 2018.

Tobias Zerr, who is taking the helm as President of Phoenix International Publishing Media Corp., has over 20 years' experience in the financial services, digital media and travel industries. Commenting on this new acquisition he says "I am delighted to be taking on Phoenix International Publishing and its titles at a time when the business is going from strength to strength. This Spring we will be publishing our biggest ever issues of *Essentially America* in all four markets, and I am excited for the future of the brand, highlighting the appeal and diversity of the USA to key international markets."

"It is very much business as usual for our clients and I am keen that the thought leadership that has been a key part of the organization's DNA to date is developed further as we explore new opportunities to take the business forward in both print and digital formats."

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

For more information, please contact:
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