

A photograph of the Golden Gate Bridge in San Francisco, California, taken from a low angle looking across the water. The bridge's iconic orange-red towers and suspension cables are prominent against a sky with soft, golden light from the setting or rising sun. The water in the foreground is a deep blue-grey.

Essentially America

NORTH AMERICAN TRAVEL & LIFESTYLE

2021

It is all about the travelers!



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Reach Those Travelers Most Likely to Visit Your Destination...Its Affordably Productive

Background:

As the Covid-19 crisis ebbs, you'll be seeking affordable ways to encourage visitation to your destination and rebuild your tourism business.

Essentially America Know-How:

Year after year Essentially America works with a wide range of local, state and regional DMOs across the country creating programs that help bring tourism a vast majority of states.

Essentially America Experience:

Though Essentially America is known for its 26-year history in publishing magazines abroad promoting tourism to the USA, its robust digital product suite developed during the past two years now includes very productive, targeted digital display, digital content and social media elements.

Step by Step With Essentially America:

Focus on your Domestic Drive Market, Domestic Air Market and International Inbound markets through:

- 1) Print Advertising in Essentially America (UK, Germany & China) 50,000 copies each—From \$3,600 – ½ page, From \$6,000 Full Page
- 2) Digital Display Programs to Repeat Visitors (Domestic and International) from all key markets From \$2,8000
- 3) Digital Content Marketing on Essentially America website and Facebook page To the UK and Europe –From \$2,495
- 4) Custom Travel Planner & Guide productions

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www.essentiallyamerica.co.uk



Today's traveler uses a wide variety of sources when planning a trip:



Data Source: Miles Partnership – The Hyper Informed Traveler

Let Essentially America help you reach today's travelers through multiple platforms

Why Focus on Prior Visitation? Because That is the Source of Future Visitation

The Backbone of International Inbound Tourism Recovery for the USA:

Target those travelers for whom a visit to the USA is a regular part of their lifestyle. They will be the ones with “pent-up demand.”

For example: according to the most recent NTO full-year data (2019)...

86% of the visitors from the UK are repeat
They averaged 1.7 trips per year

80% of the visitors from Germany are repeat
The average 2.0 trips per year

88% of the Mexicans arriving by air are repeat
They average 2.0 trips per year

Overall, 75% of ALL leisure visitors to the USA in 2019 were repeat, averaging 1.6 trips per year!

Now More Than Ever The Traveler is Calling the Shots:

From a recent article by Alfredo Gonzalez:

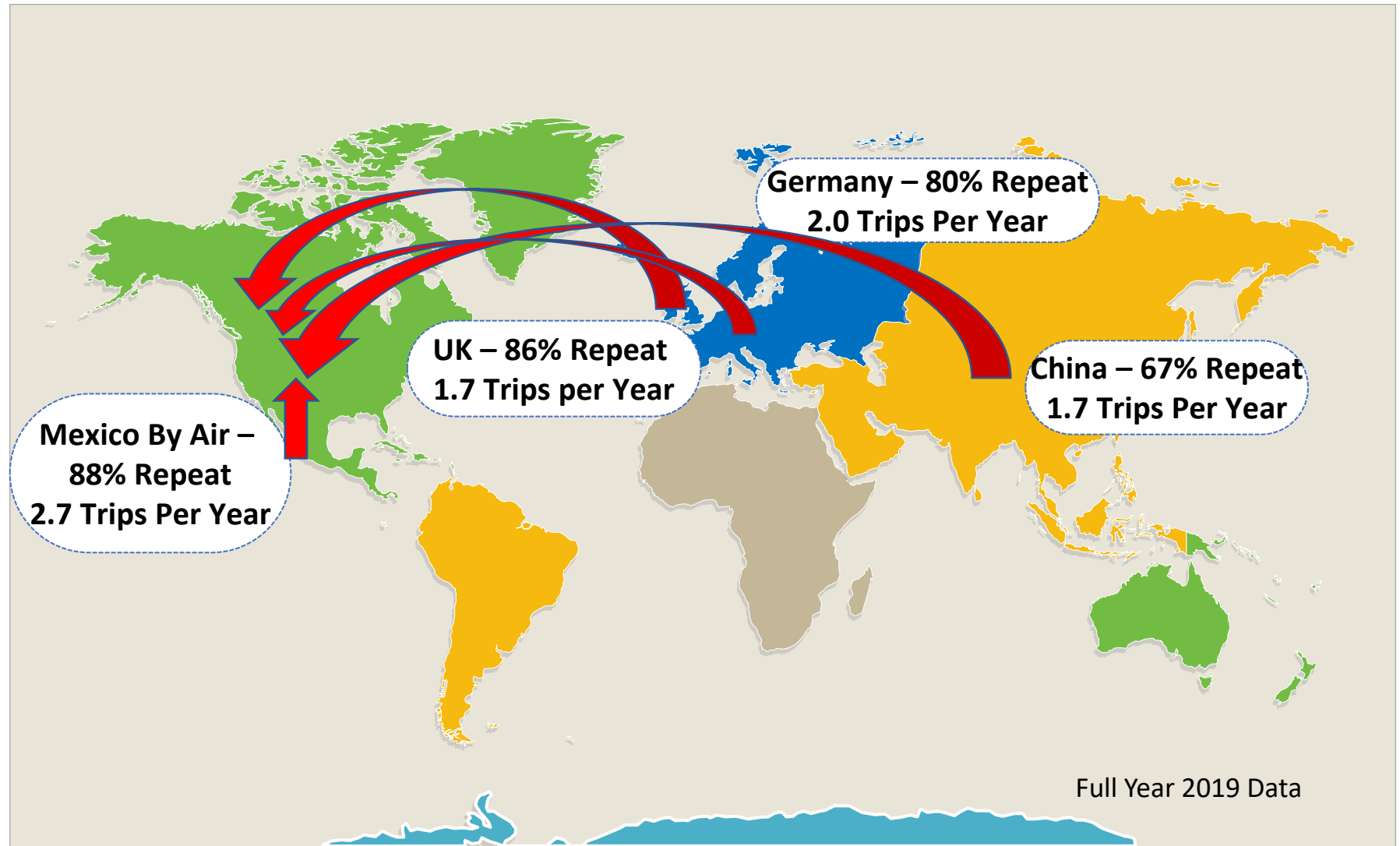
“Experienced travelers to the US from key international source markets have a level of knowledge which allowed them to *share with the tour operator their ideas of where they want to spend their next USA holiday by region, state or even city.*”

Essentially America Will Help You Get on The Repeat Travelers’ Short List of Destinations Well Before They Talk With Their Tour Operator

The logo for 'Essentially America' features the word 'Essentially' in a smaller, red, sans-serif font above the word 'America' in a larger, bold, blue, sans-serif font.

www.essentiallyamerica.co.uk

Repeat Travelers To The USA Are The Key To Rebuilding Your International Marketing Success





Consumer Print Magazine in key international markets

UK / Germany

- As the average visitor to the US from the UK visits 1.6x per year and from Germany 2.0x per year, distribution of Essentially America and Mein Amerika is airport-based...in departure lounges for flights departing to the USA from Heathrow (UK), Frankfurt, Munich & Dusseldorf (Germany).
- You are reaching travelers as they are already thinking about their next trip.
- Put your destination into their consideration sets.
- Circulation: 50,000 print copies of each issue plus bonus readership via 10,000 download bonus copies digitally for UK & Germany
- Planned Issue dates for all editions: March/April 2021

Affordable Packages

Europe (UK/Germany)

- 1x Page rates: \$6,000 / ½ Page: \$3600
- 2x Page rate: \$5,000 / ½ Page: \$3000
 - 1x in each country...Total cost: \$10,000
 - Includes following Added Value Options:
 - 2x Facebook posts at no charge

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China

- 1x Page rates: \$6,000 / ½ Page: \$3600
- 2x Page rate: \$5,000 / ½ Page: \$3000

Domestic Repeat Visitor Program Digital Display

Background:

The domestic drive market is expected to be the first to return.

Here is how you can reach your most likely visitors in a remarkably affordable manner once the crisis recedes:

Targeted Digital Display Advertising

Your digital display advertising will be targeted to those visitors from your destination's drive market target area. Based on overlaying credit card spend your advertising will reach those drive market travelers who had visited during the past 12 months based on the fact that they charged on their credit card while in your location.

The Travel Equivalent of Comfort Food:

Those who already know and love your destination will be seeking a comfortable and familiar travel destination when they are allowed to move around.

Reach Them Quickly

This program is designed to reach those travelers quickly.

Reach Them Safely

Your advertising will run on a curated network of premium, brand-safe, news, travel and lifestyle websites with the ads targeted via prior recent credit card spend in your destination and delivered to those with IP addresses within your geographic target.



International Repeat Visitor Program Digital Display

Background:

As the crisis subsides on a global basis, air travel from key source markets to the USA will resume.

Targeted Digital Display Advertising

As with the Domestic Bounce Back Programs your digital display advertising in the International Inbound Program will be targeted to those visitors from your destination's key source markets by air. Based on overlaying credit card spend your advertising will reach those international travelers who had visited the USA during the past 12 months and used their credit cards while here.

Drives Response Directly to Your Site:

Unlike other international digital opportunities, you can drive traffic to your own website or to that of a partner tour operator rather than to a third-party website.

The Importance of the Repeat Visitor to the USA:

More than 80% of USA visitors from key European source markets and 67% of those from China are repeat visitors who in normal times average 1.7 trips to the USA per year. Reaching those who have been here is an efficient and effective strategy to reach those who will likely be planning their next trip.

Reach Them Quickly

This program is designed to reach those travelers by air quickly...as soon as expanded flight schedules are announced!

Reach Them Safely

Your advertising will run on a curated network of premium, brand-safe, news, travel and lifestyle websites with the ads targeted via credit card spend in your destination and delivered to those with IP addresses within your geographic target.

Repeat Visitor Digital Display Rates

Reach Them Affordably :

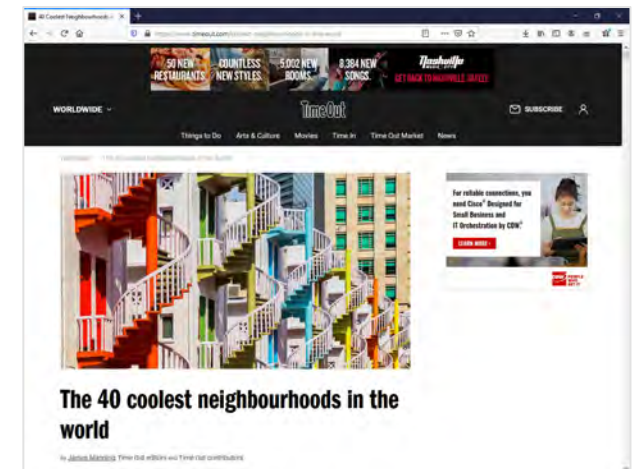
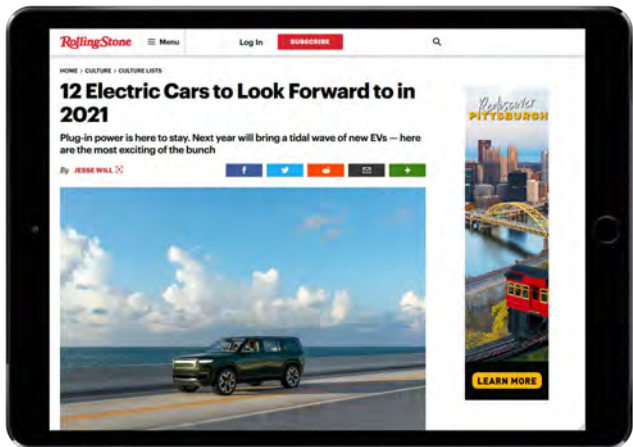
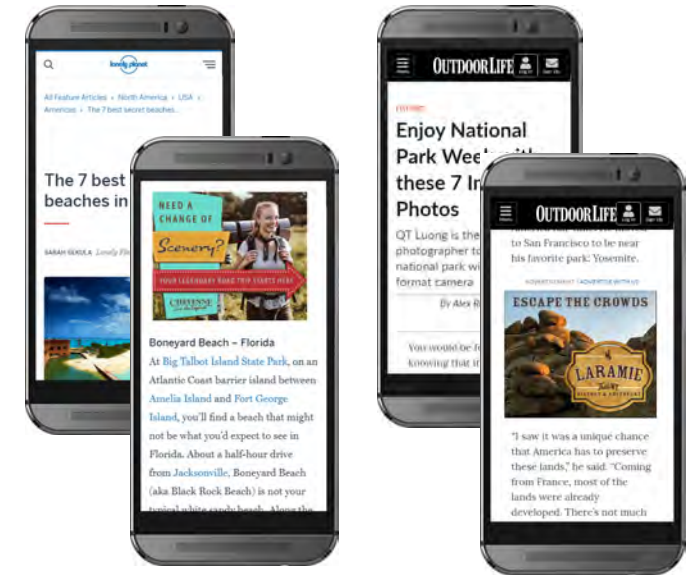
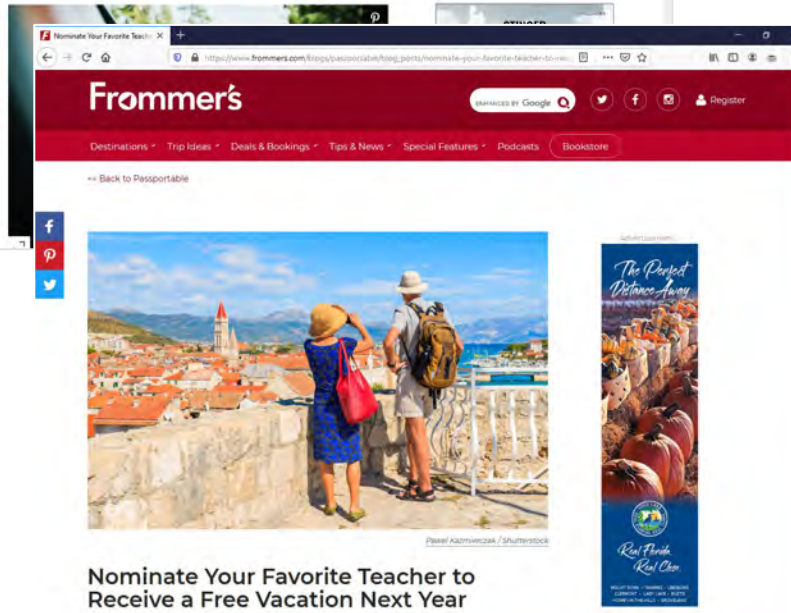
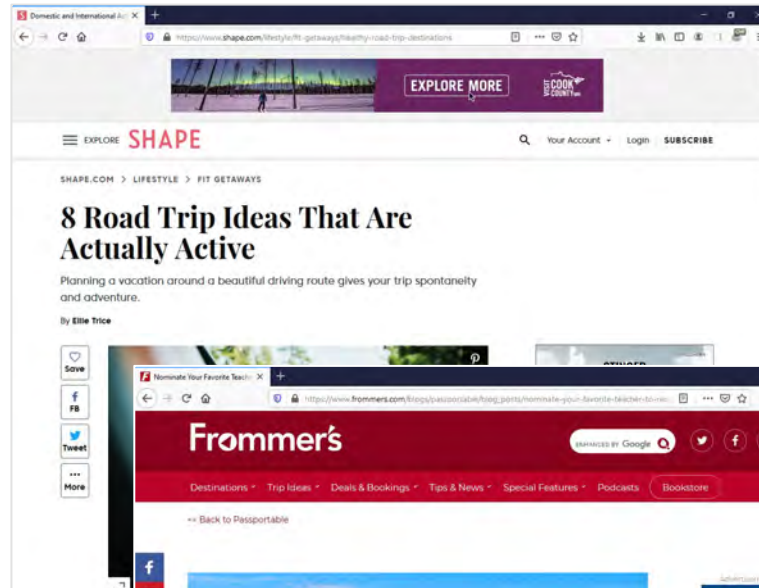
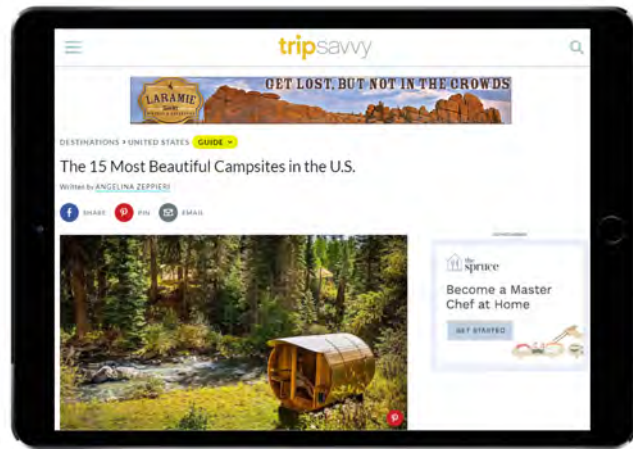
Understanding the fiscal pressures under which State, Regional & Local DMOs are currently operating, the publishers of Essentially America in conjunction with our data partners have been able to craft these special “Bounce Back” highly discounted rates, to be effective for advertising through the end of 2020. These rates represent a discount of 50% from the normal trading rates.

Rates:

Domestic - Reach repeat visitors from your domestic target markets			
<i>(targeting by State, County, DMO or City)</i>			
Impressions	CPM	Cost	Rate Card Cost
350,000	\$ 8.00	\$ 2,800.00	\$ 4,500.00
700,000	\$ 7.50	\$ 5,250.00	\$ 10,500.00
1,500,000	\$ 7.00	\$ 10,500.00	\$ 22,500.00
Domestic - Reach repeat visitors from your International target markets			
<i>(targeting by country)</i>			
Impressions	CPM	Cost	Rate Card Cost
250,000	\$ 12.00	\$ 3,000.00	\$ 4,000.00
500,000	\$ 11.00	\$ 5,500.00	\$ 10,000.00
1,000,000	\$ 10.00	\$ 10,000.00	\$ 20,000.00

2020 Repeat Visitor campaigns – Domestic Target Markets

In 2020 our partners achieved average CTR rates ranging from 0.23% to .30% targeting repeat visitors from their key domestic target markets.

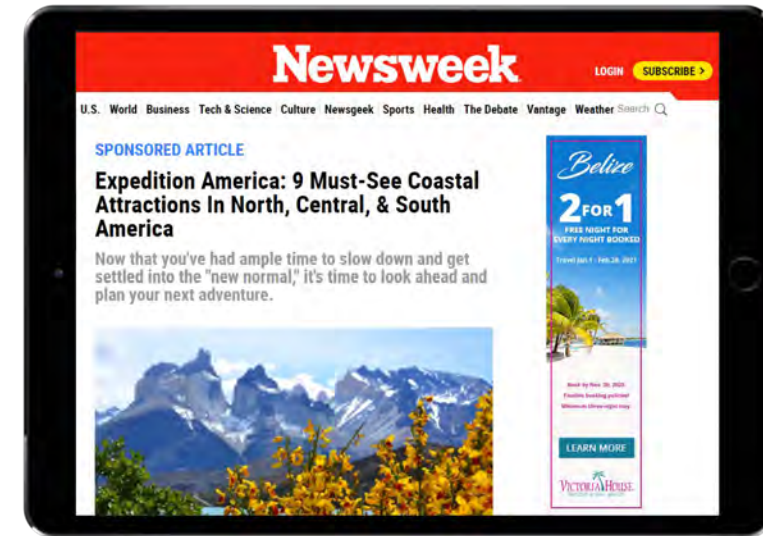
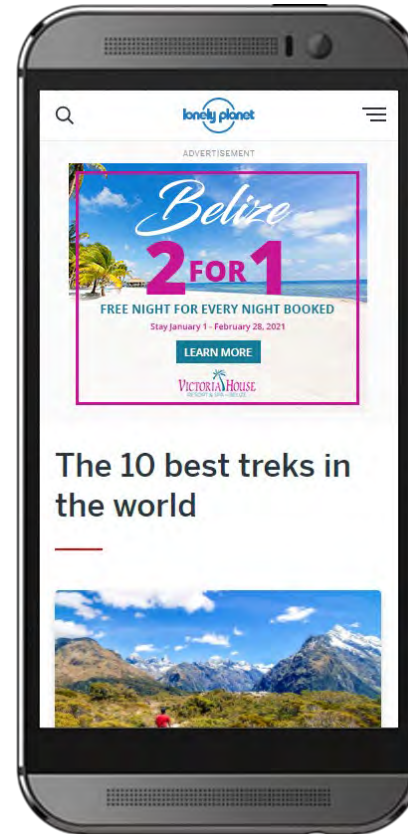
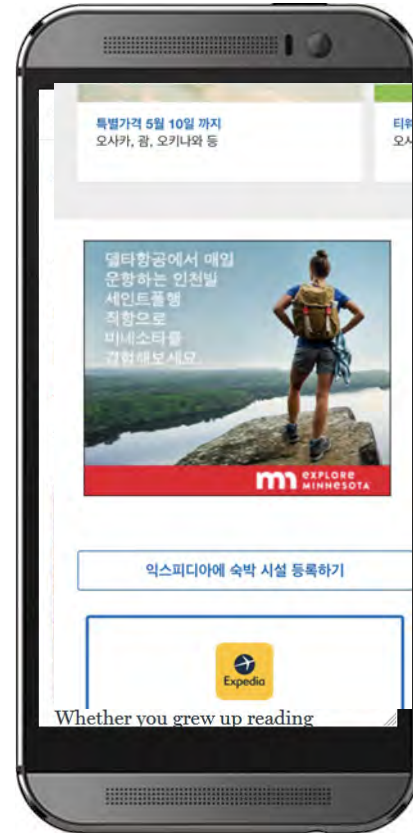
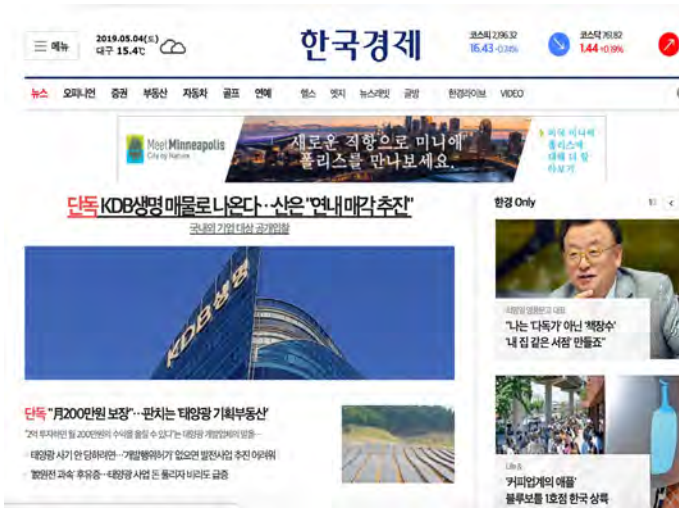


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2020 Repeat Visitor campaigns – International Markets and Partners

In 2020 our partners achieved average CTR rates ranging from 0.3% to .5% targeting repeat visitors from their key domestic target markets.





Digital Content From \$2495 essentiallyamerica.co.uk

Background:

Essentiallyamerica.co.uk is the companion website to Essentially America magazine. It is content-led bringing its 25,000+ unique users the best from Essentially America plus bonus digital-only content .

Sponsored Content Bounce Back Program

You provide us photos and copy which we edit to style. We will write to your brief.

In Europe, your sponsored content will be further promoted through feature article placements and placed within relevant sections of the website so users will discovery it organically.



Package & Deliverables - Cost: \$2495

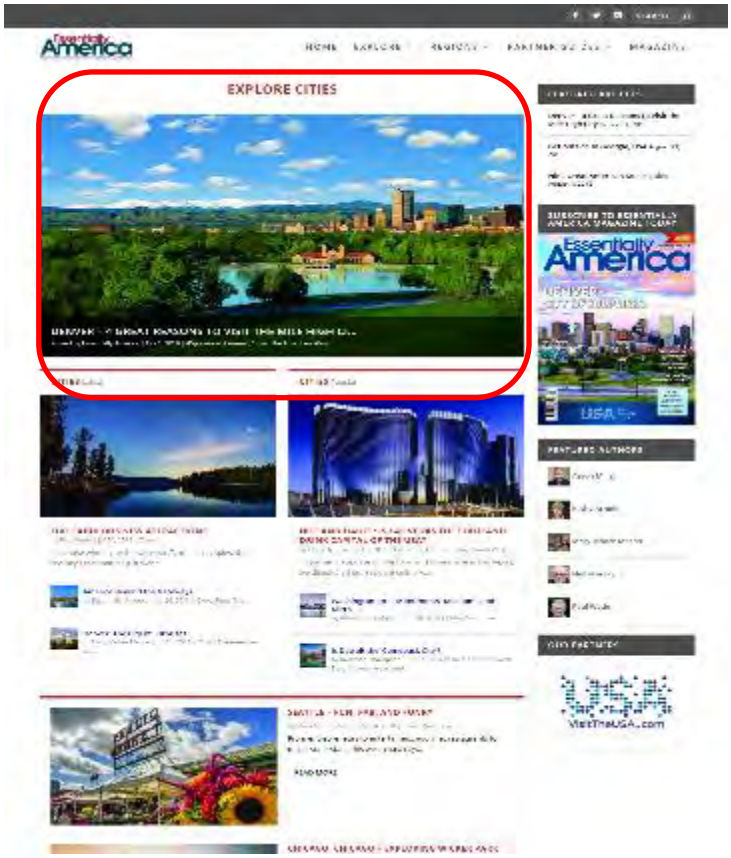
- (1-3 months campaign) /Regular Price: : \$2,475 (Special Price In Effect Through End of September)
- 3,000 Total Article Reads
- 1 Piece of Content: Essentially America will write one article to be featured on the Essentially America website.
- Post will be shared via Essentially America’s Facebook page to your target audience.
- Promotion: 100,000 Total impressions (Social Media & Content promotion)
- Article Feature: Homepage for 1 week – Sidebar link for 1 month Social Media: 1 Facebook Post

Content Promotion

Feature Billboard

Home Page Feature Article

Feature Side Bar Article Link



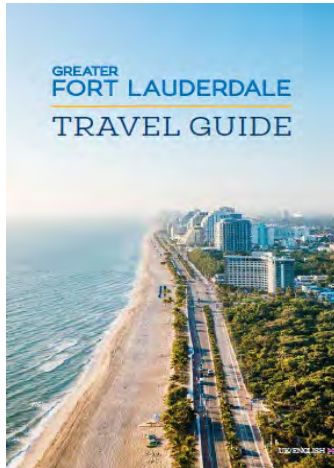
FEATURED ARTICLES

Denver - 4 Great Reasons to Visit the Mile High City October 1, 2018

Get outside in Georgia, USA August 29, 2018

Facebook Posts





Destination Guide Bounce Back Package -Content Development

Background:

The publishers of Essentially America produce international destination guides for more US destinations than any other organization. Increasingly destinations with the need of domestic guides are turning to us as well.



Experience -- Guides Covering 33% of the States

From the Mountain West to the Southeast, guides we produce for regions, states and cities cover one-third of all states in the USA.

Experience – Fluent in English and 11 More Languages

From Simplified Chinese to Italian, we can produce publications in virtually any language in any market.

Value Bounce Back Package From Design and Editorial To Final PDF

Use now for digital distribution, insert in Essentially America or print for your use at a later date.

- 16 Pages starting at \$12,750 (excludes print) – UK/English - \$3,250 for each additional language
- 20 pages - starting at \$15,250 - UK/English - \$3,750 for each additional language
- 36 pages – starting at \$25,750 – UK/English - \$4,750 for each additional language

Thank you for your time

For More Information Contact:

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The logo for 'Essentially America' features the word 'Essentially' in a red, sans-serif font above the word 'America' in a larger, blue, sans-serif font.

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