The logo for Phoenix International Publishing features a vertical red bar on the left side. To the right of the bar, the word "Phoenix" is written in a blue, sans-serif font. Below "Phoenix", the words "International" and "Publishing" are stacked vertically in a black, sans-serif font.

Phoenix
International
Publishing

**REACHING THE RIGHT TRAVELERS IN
THE RIGHT PLACE AT THE RIGHT TIME**





Over **25 years** of Global Travel Publishing & Marketing Experience.

Put the leading international travel media brand to work for you with best in class print & digital publishing solutions produced and distributed globally in multiple languages. Essentially America and its affiliated publications and digital products have been publishing for over 25 years in countries including the UK, USA, Germany, France, Italy, the Nordic Region, China, Japan, Korea, Mexico, Brazil and Canada.



Phoenix International Publishing

Our Core Products

Global Travel Print Publications

Essentially America allows you to reach over 1 million travelers to the USA. Impacting over 1.6 million actual trips from the UK, Germany, the Nordic region and China.

Custom Travel Guide Publishing and Distribution

Utilize our in-depth international and domestic specialist insights to produce dynamic print travel guides and distribute them globally.

Digital Global Advertising Solutions

Reach repeat international and domestic visitors to your destination through content programs and Spearfish, our highly targeted data driven display advertising solution.

Out of Home

Utilize Taxi wrap programs in the UK & Germany for high impact advertising or during high profile events



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

Top of Funnel
No Prior Visitation Experience Conversion Could
be Years Away



Bottom of Funnel
Repeat Visitors Are Further Down the Funnel
And More Likely to Convert Sooner

The Importance of **Repeat Visitors**

Study after study conducted for destinations all over the USA show that **on average 70%+** of a destination's domestic visitation in a given year is generated by those with **recent prior visitation** experience....often from the past 12 months.

80%+ of International visitors to the USA from key source markets are also repeat visitors who travel here multiple times per year.

A study by American Express showed that it is **600% times more expensive to find new customers rather than retaining current ones.**

Put Phoenix International Publishing products to work for you reaching the most proven repeat visitors. From **Essentially America** Print Magazine to Digital **Spearfish** - our **core products are designed to reach the most important travelers to the success of your tourism marketing efforts.**

Global Travel Print Publication: Essentially America Magazine

When full distribution returns, you'll reach over 1 million travelers to the USA. Impacting over 1.6 million actual trips. Your **advertising** in the **Award winning Essentially America** brand of media products will do just that



- **Printed and distributed in multiple languages** in these **key countries**: UK, China, Germany, and the Nordic Region.
- Print **distribution of 50,000** per issue. Additional digital distribution.
- **UK & Germany 2022 Publishing Dates: April and November.**
- **Hyper Targeted airport distribution** in departure gates for flights to the USA from major UK and German airports including London, Frankfurt, Dusseldorf, and Munich.

Custom Travel Guide Publishing and Distribution

Utilize our in-depth international and specialist insights to produce dynamic travel guides and distribute them globally

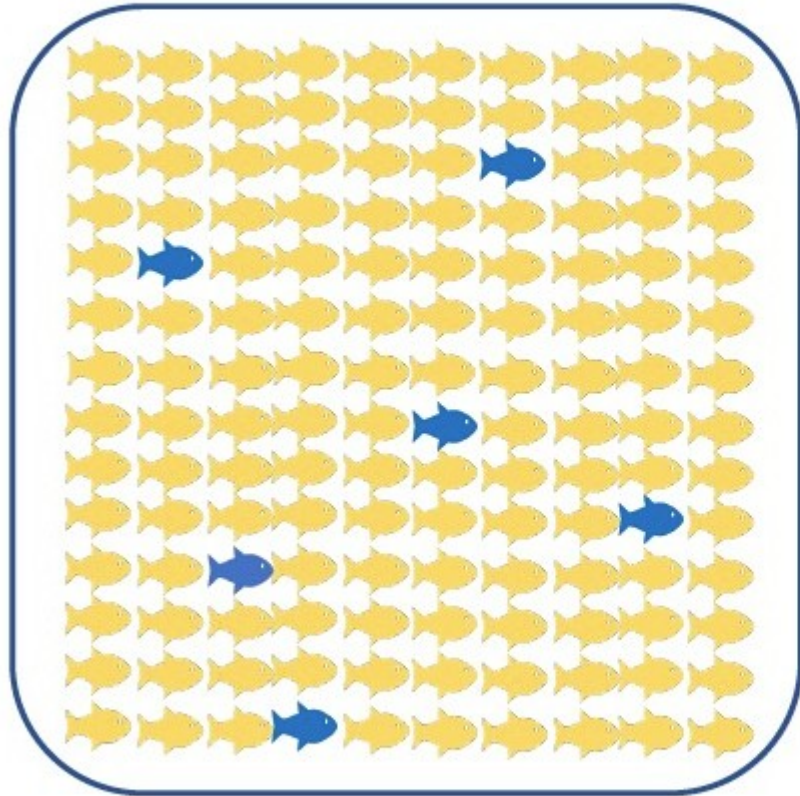


Our **extensive travel and tourism insights** are used to **concept, design and publish travel guides** and marketing products for our many clients including state and local tourism offices such as **Utah, Arizona & Beaumont TX** and **regional marketing organizations** such as **Rocky Mountain International and Great Lakes USA**, and the **Grand Circle Association**.

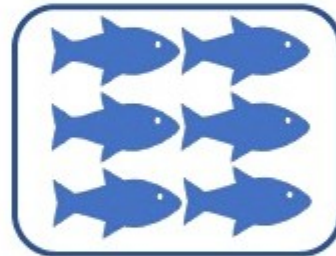
Our publications are available in **multiple languages** including German, Portuguese, German, Spanish, Italian, French, Korean, Japanese and Chinese. We work with **expert partners worldwide** and have the **local insights** and **international experience** to fast-track project implementation in new territories.

Let us help you with **Targeted International Distribution** of your Guide. Over 70% of visitors to the US were repeat visitors in 2019. By inserting your guide into **Essentially Magazine** in the UK, Germany and China you can take advantage of this targeted in-market distribution.

*Rather than casting an
expensive, wide net...*



Spearfish!



Spearfish Hyper-Targeting

While there are many algorithm-based digital advertising solutions creating “look-alikes”, “personas” and “travel intenders” they largely are still casting a wide, expensive net.

Spearfish is a **hyper-targeted** digital advertising program using **in-person credit card transaction** history as a targeting methodology. **Advertising via a curated network of brand-safe websites** will be delivered to those who have identifiable prior visitation experience to your destination.

Digital advertising via **Spearfish** will reach **Real Travelers** who spent **Real Money** on **Real Credit Cards** in **Real Destinations**.



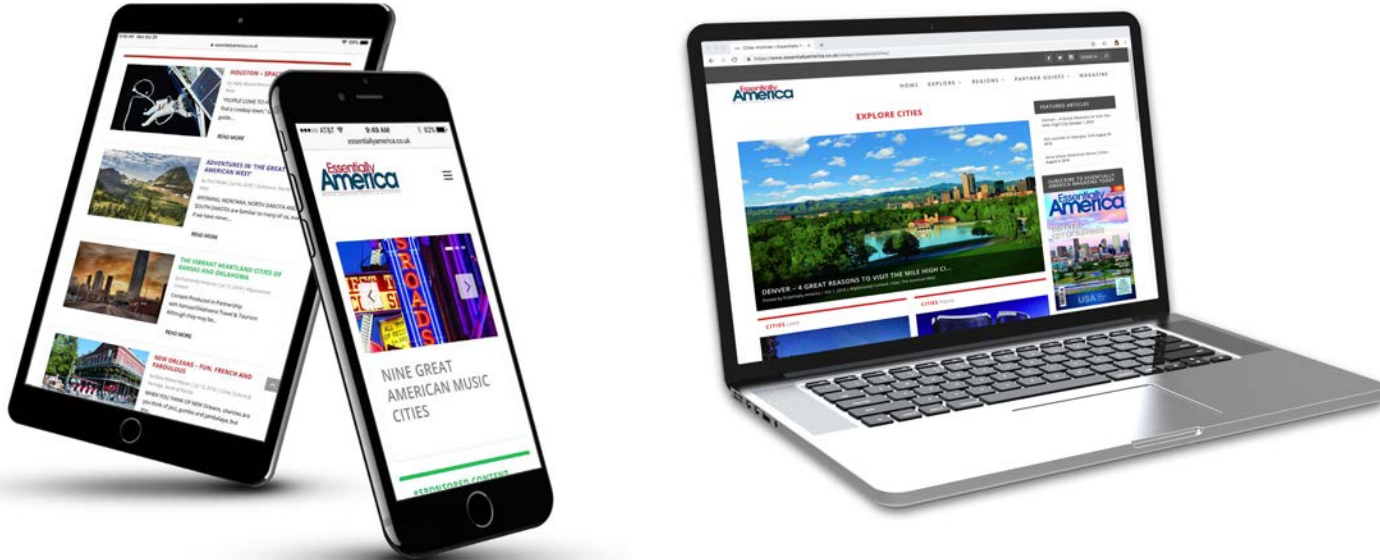
Spearfish Hyper-Targeting

- Since a July 2020 launch through the end of 2021 Spearfish has had over 105 campaigns run or on order from over 50 travel clients delivering over 115 million impressions.
- **Spearfish 2.0** introduces additional capabilities such as targeting by default languages on devices, competitive destination conquering, targeting travelers who support sustainability and targeting repeat visitors with specific interest.
- **Tour operator promotion** program allowing you to work with **any tour operator** of your choice and earning **free bonus impressions**.

Essentially America Website: Digital Sponsored Content



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 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 discover it organically.

Facebook Promotion of your content via the Essentially America Facebook page to over 34,000 followers.



Sponsored Content Featured Throughout the website and on Essentially America's Facebook Page



Out of Home: UK and Germany Taxi Activation Programs

Phoenix International Publishing produces
Taxi activations for WTM London, sales
missions & other special events in London.

Taxi activations around ITB in Berlin.



For More Information Please Contact:

Larry Cohen

Ph: +1 203 255 8800

E: larrycohen@northeast-media.com

Tobias Zerr

Ph: +1 773 816 6193

E: tobiaszerr@phoenixip.com

