





The Travel South Planner will be distributed in created in 5 languages for print and digital distribution: English, German, French, Spanish and Portuguese

Total Print Distribution 110,000:

- 10,000 Stand Alone Copies in English
- 50,000 consumer distribution in **UK** via Essentially America Europe Guide issue
- **50,000** consumer distribution in **Germany** via Mein Amerika (EA Germany)

Digital Distribution: 8 Million Impressions + 30,000 digital downloads

- Digital Flip Book and PDF: English, German, French, Spanish, Portuguese
- 8 Million Spearfish impressions: Targeting repeat visitor from Canada, the Nordic region, France, Germany, Spain Brazil and Spanish-speaking Latin America to the Travel South Region
- **Essentially America Europe Consumer Website:** Special feature section on www.essentiallyamerica.co.uk featuring content and the Travel South Planner
- **PressReader:** The Essentially America Europe Guide Issue with the inserted Travel South Planner will be available world wide for free in hotels, airport loungers and airlines.

Phoenix International Publishing





Proposed Work: Partner participation

Partner Opportunities:

CVB / Lodging / Attraction opportunities (if State participates in the Travel Planner)

- Full Page display ad or advertorial: \$12,200 includes digital sponsorship content and FB post + 25% Discount for subsequent Essentially America or Mein Amerika advertising
- Half Page display ad: \$7,100
- Quarter Page display ad: \$5,050

CVB / Lodging / Attraction opportunities (if State does not participate)

- Full Page ad or advertorial: \$14,450
- Half Page advertorial: \$8,000
- Quarter Page advertorial: \$5,750