

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](http://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.



