

AMERICAN EXPRESS essentials

ENGAGING THE LUXURY AUDIENCE
OF TOMORROW WITH A WORLD
OF INSPIRATION FOR A BETTER,
SMARTER LIFE

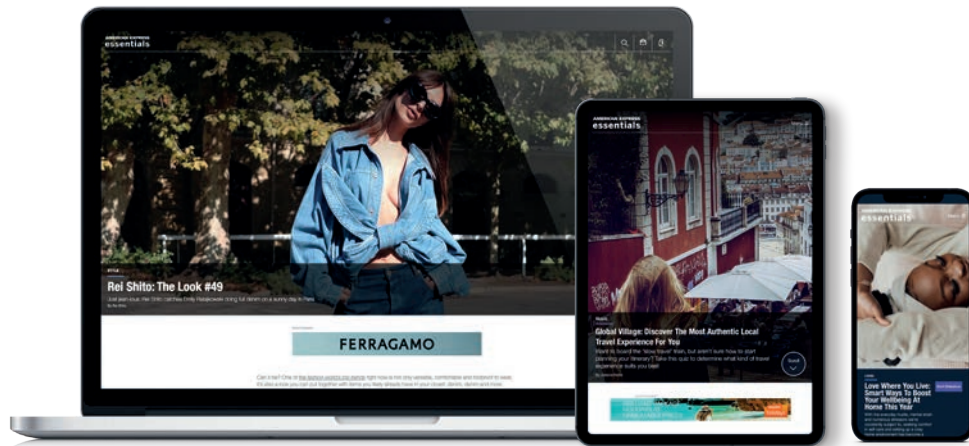
MEDIA INFORMATION 2024

A WORLD OF INSPIRATION FOR AMERICAN EXPRESS' CARDMEMBERS
PUBLISHED BY JI EXPERIENCE GMBH



Introducing American Express Essentials

AMEX ESSENTIALS 2024



AMERICAN EXPRESS essentials

Amex Essentials is the trend report for an upwardly-mobile audience of **American Express cardmembers**, offering a world of inspiration for a better, smarter life. The editorial is 100% independent, tailored to the needs and passion areas of cardmembers across **travel, style, culture, food and living**. Continuous growth and rising engagement are generated through the site's own social media channels as well as American Express platforms and communications.

TARGET AUDIENCE

Visitors to the site represent a mass-affluent audience of **young, urban professionals**, already emerging as the next generation of luxury consumers. With American Express cardmembers spending **5x more than VISA holders** on average, Amex Essentials provides access to a high-spending community already quickly emerging as the most powerful luxury audience of tomorrow.

500,000

unique users

60% / 40%

male / female breakdown

395,000+

Facebook followers

1.6 million

post engagements on social in 2023

+98%

more people reached in 2023 via @AmexEssentials for sponsored campaigns vs. 2022.

5.8% CTR

on paid and organic Facebook posts, on average

ADVERTISING OPPORTUNITIES

From **high-impact ad units** to **dedicated advertorial content** and ultra-targeted social media campaigns, a range of advertising opportunities are available across the Amex Essentials website and social channels. The Amex Essentials team is on hand to create tailor-made advertising packages to tell your story with maximum impact and relevance.

A World of Inspiration

AMEX ESSENTIALS 2024

American Express Essentials is home to the best new trends in food, fashion, travel, culture and luxury lifestyle, carefully curated around our **audience's core interests and passion areas**. Amex Essentials partners with a broad network of over **500 leading influencers and key opinion leaders** across the globe, rigorously vetted to ensure quality, credibility and authenticity. Collectively, they cover a wide range of content themes and specialties with large followings across key social media channels and platforms.



100%

independent editorial coverage

360+

editorial updates annually

500+

editorial contributors worldwide

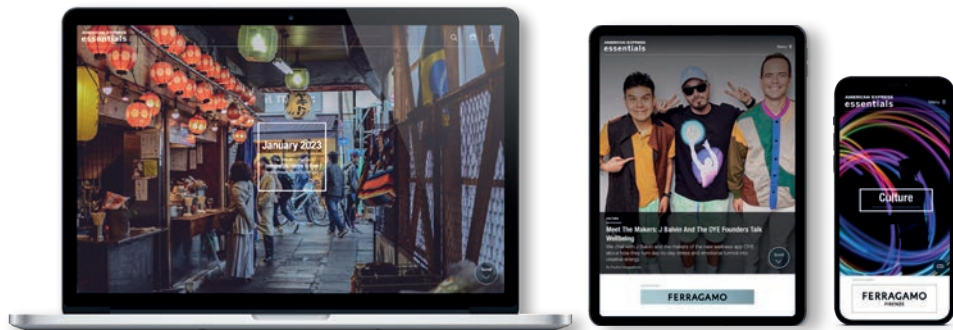
Meet the Audience

AMEX ESSENTIALS 2024

Amex Essentials provides access to a mass-affluent audience of dynamic and high-spending millennials, driven by their passion for keeping up with the latest trends, unforgettable experiences and quality products for a better, smarter life.

AUDIENCE PROFILE

Age range	25 - 44 years
Male / Female	60% / 40%
Average annual card spend on fashion & retail	\$ 7,600
Average annual card spend on travel	\$ 6,100
Average annual card spend on watches & jewellery	\$ 2,500
Access the site via mobile device	76%
Unique users	500,000
Facebook followers @AmexEssentials	395,000 +



Sources: Annual averages - Google Analytics January 2023 - December 2023. American Express International Card Member Data 2022.

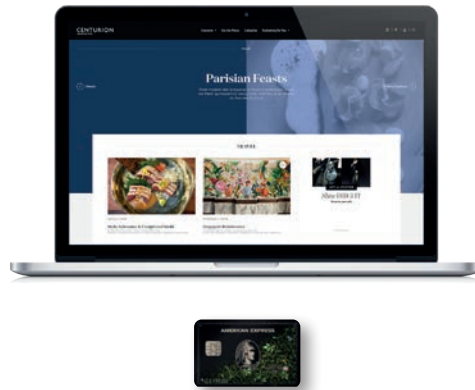


Unparalleled Access

AMEX ESSENTIALS 2024

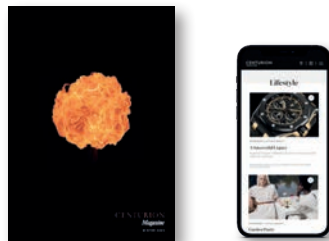
Our suite of digital destinations for over **65 million American Express cardmembers** present a unique opportunity to access an elite international community of proven spenders.

centurion-magazine.com



A bespoke online experience crafted for the global community of Centurion® Members

Average age of 56 years
\$9.2 million net worth
54% company owner / partner



amexessentials.com

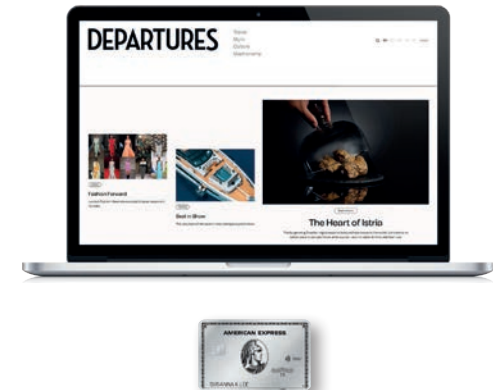


The online trend report targeting a dynamic, high-spending millennial audience of American Express Cardmembers

Age range between 25 - 44 years
\$7,600 avg. annual card **spend on fashion & retail**
\$6,100 avg. annual card **spend on travel**
Urban professionals

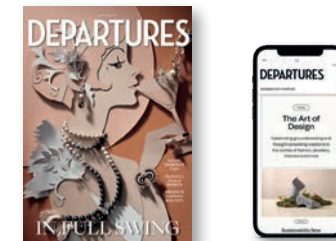


departures-international.com



The digital destination curated for an affluent, upwardly-mobile audience of Platinum Card® Members

Average age of 49 years
\$2.5 million net worth
30% company owner / partner



SOURCES: Google Analytics December 2022 - November 2023; Centurion & Departures Reader Lifestyle Survey, 2022; 2021 American Express Annual Report; American Express International Card Member Data 2022.

The World of American Express Essentials

AMEX ESSENTIALS 2024

AMERICAN EXPRESS ESSENTIALS

Amex Essentials inspires a broad community of high-spending millennial Cardmembers through a suite of channels and platforms.

AMERICAN EXPRESS CHANNEL INTEGRATION

Amex Essentials content is fully integrated across **American Express owned channels** - from websites and social media to direct Cardmember mailings.

AMEXESSENTIALS.COM

A world of captivating and engaging, content designed to elevate.



AMEX ESSENTIALS FACEBOOK

@AmexEssentials offers inspiring ideas for a better, smarter life

AMEX ESSENTIALS INSTAGRAM

@AmexEssentials is the dependable digital guide for the most distinctive new ideas.

Global Reach

AMEX ESSENTIALS 2024

Amex Essentials inspires a global audience of aspirational explorers, reaching **500,000 unique users** around the globe.

KEY MARKETS BY REGION



Source: Google Analytics January 2023 - December 2023.

Audience Highlights

AMEX ESSENTIALS 2024



Amex Essentials continues to be a key channel shaping the maturing tastes, interests and spending habits of its audience.

64% of visitors plan to spend at high levels on travel and accommodation in the next 12 months

Visitors will take an average of **4.8 trips** in the next 12 months

57% of visitors have visited a brand's website after reading an article on Amex Essentials while **43%** have purchased a product or service

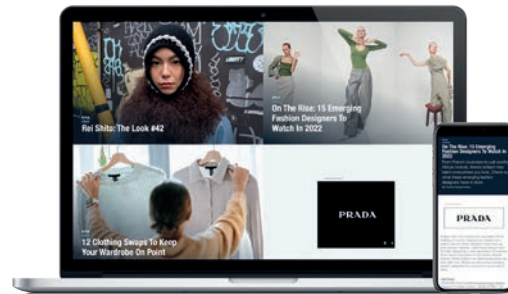
57% of visitors are inspired by Amex Essentials to purchase products, items or services

62% of visitors feel the website provides a good mix of themes relevant to their lifestyle

Advertising Opportunities

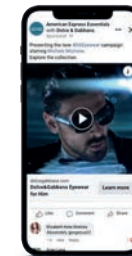
AMEX ESSENTIALS 2024

From **high-impact ad units** to dedicated **custom advertorials** and **targeted social media campaigns**, a range of advertising opportunities are available across the Amex Essentials website and social channels. The Amex Essentials team is on hand to create tailor-made advertising packages to tell your story with maximum impact and relevance.



DISPLAY ADVERTISING

High-impact advertising units for **maximum exposure**



SOCIAL MEDIA CAMPAIGN

Strategic targeting with Essentials Facebook to **drive conversions**



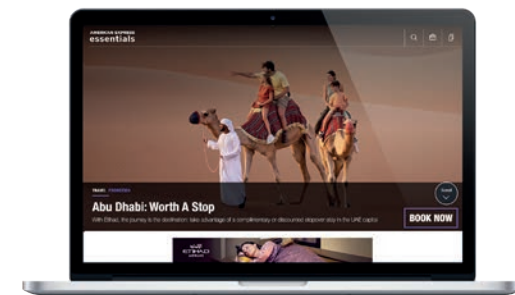
ADVERTORIALS

Editorial-style promotions to tell your brand's story



SECTION TAKEOVERS

Full ownership of a website section



PACKAGE ADD-ONS

Additional features to complement any package

Display Advertising

AMEX ESSENTIALS 2024

High-impact advertising units are seamlessly integrated across the website sections and features for maximum relevance and exposure. Placement and share of voice can be tailored, and display campaigns can be strategically geo-targeted based on the sponsor's aims.

DISPLAY ADVERTISING FORMATS

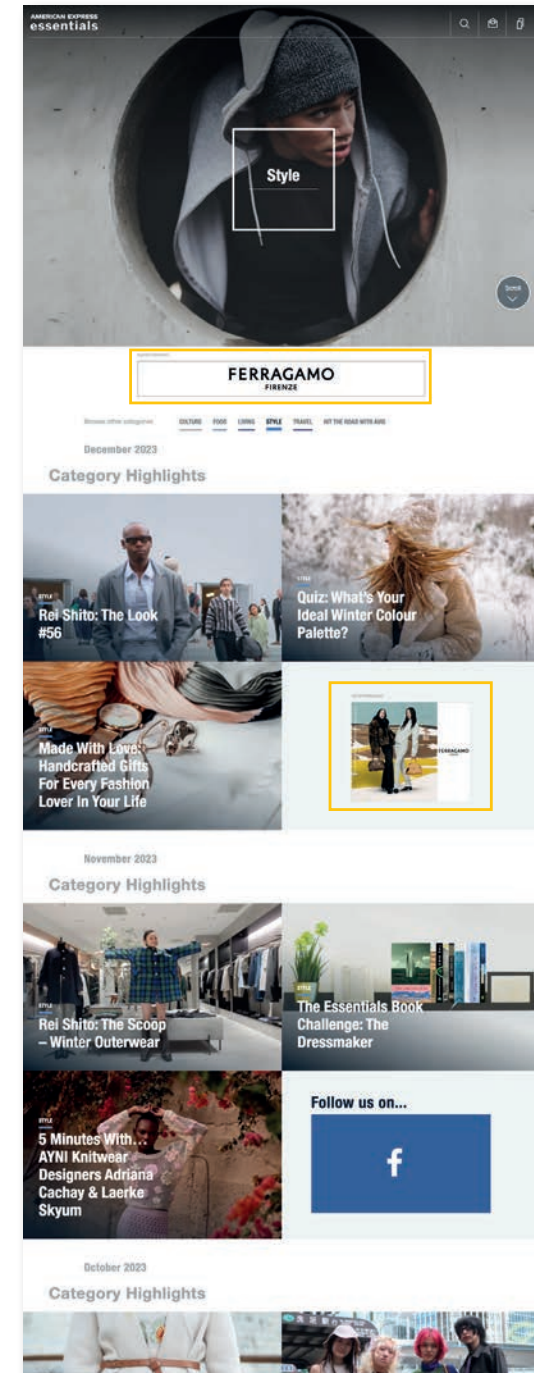
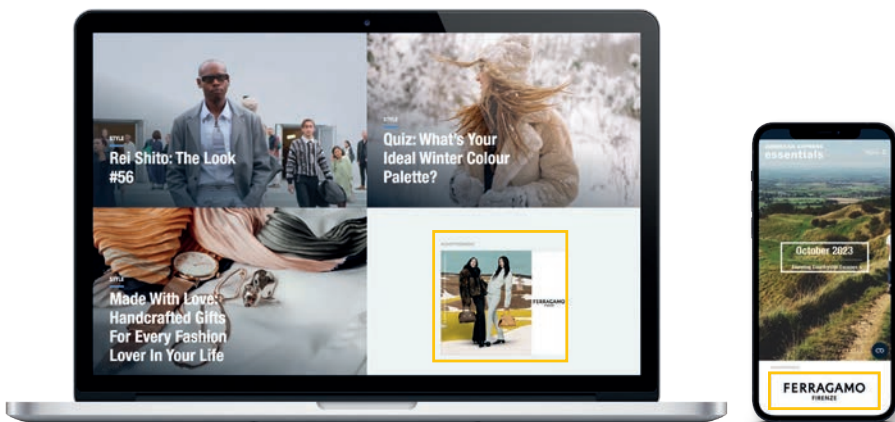
Leaderboard desktop only	728 x 90
Full Banner tablet only	468 x 60
Medium Rectangle desktop and tablet	300 x 250
4:3:1 Rectangle mobile only	300 x 100

DISPLAY ADVERTISING BUNDLE¹

4-week campaign

USD 7,500

¹-Based on a target of 250,000 ad impressions. Banners can be geo-targeted at the regional level or specifically to top international markets.



The Power of Social

AMEX ESSENTIALS 2024

Through strategically targeted social campaigns, Amex Essentials can deliver the **ideal consumer profile** directly to the brand's website to **drive conversions**.

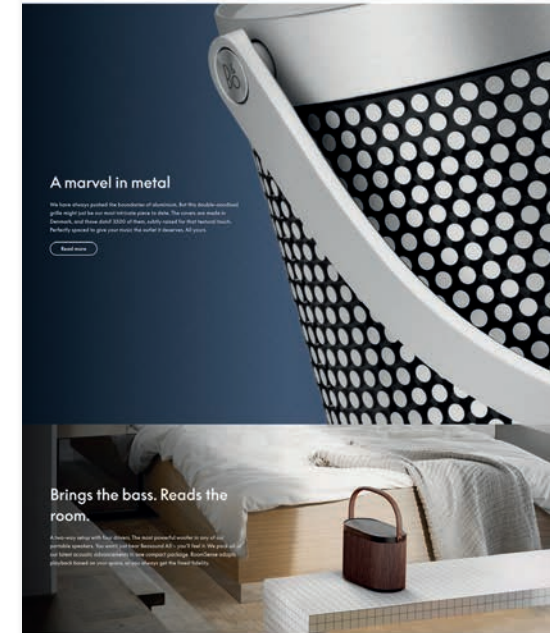
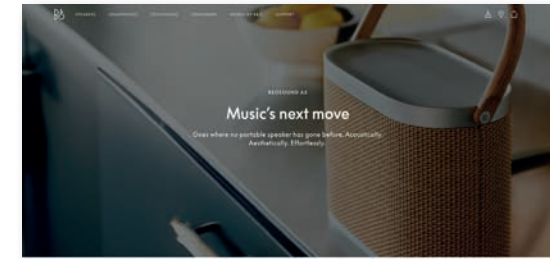
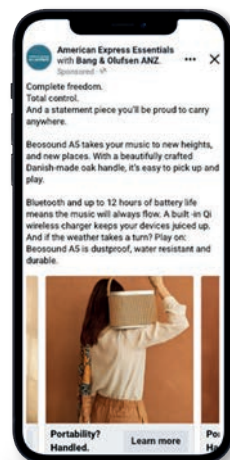
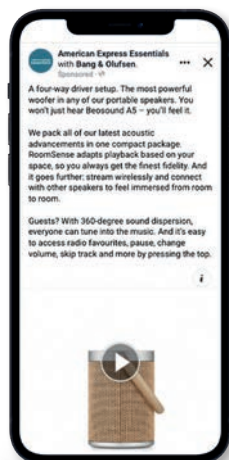
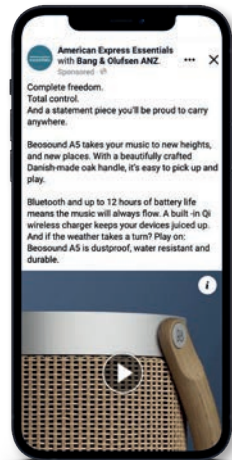
SOCIAL MEDIA PACKAGE

4x Amex Essentials Targeted Facebook Campaigns

driving directly to sponsor's site

TOTAL PACKAGE (4-week campaign)

USD 8,000



Tailor-Made Advertorial

AMEX ESSENTIALS 2024

Researched and created by the Amex Essentials editorial team in collaboration with the sponsor, custom content pieces can be crafted for the Amex Essentials audience based on the editors who know them best. Whether a **full article** or **slideshow gallery**, the piece is promoted on the Amex Essentials homepage and across relevant section pages.

TAILOR-MADE CONTENT PACKAGE

Tailor-made Advertorial including Homepage Promotion

2x Targeted Facebook Campaigns – one post links to the custom advertorial on amexessentials.com, and one post links to the client's site

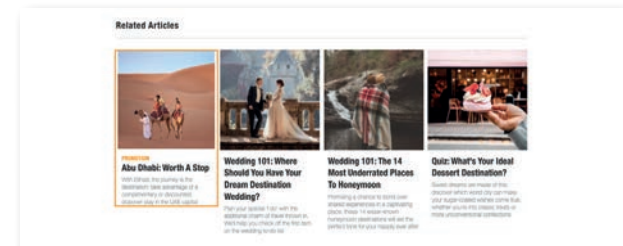
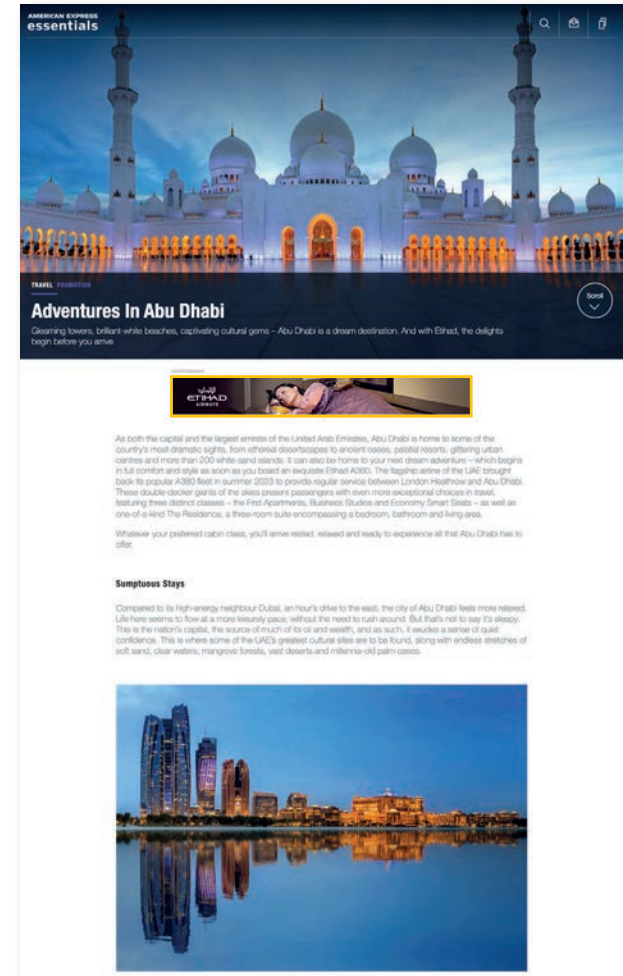
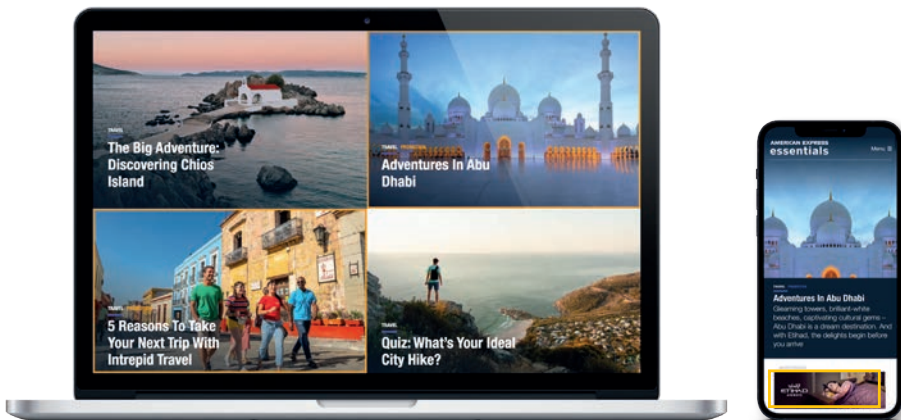
Book Now / Buy Now Button

Added value bonus

TOTAL PACKAGE (4-week campaign)

USD 10,500

Media Total: USD 9,500
Creation & Production: USD 1,000



Cross-Media

AMEX ESSENTIALS 2024

Pair native content with seamlessly integrated display advertising units for a campaign aimed at maximum exposure.

CROSS-MEDIA PACKAGE

Tailor-made Advertorial including Homepage Promotion

Cross-Media Display Bundle - ROS'

2x Targeted Facebook Campaigns - one post links to the custom advertorial on amexessentials.com, and one post links to the client's site

Book Now / Buy Now Button

Added value bonus

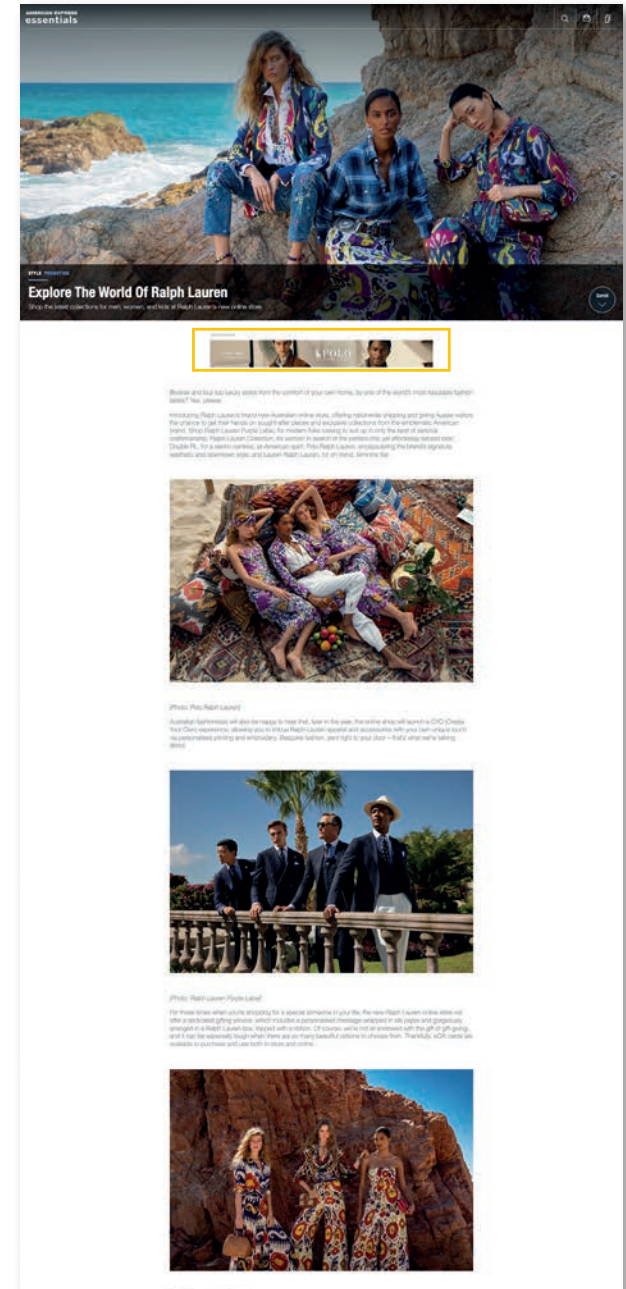
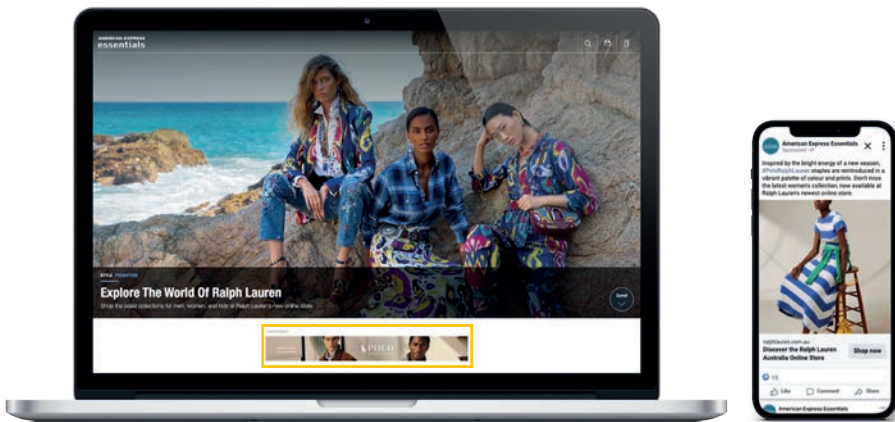
TOTAL PACKAGE (4-week campaign)

USD 15,500

Media Total: USD 14,500

Creation & Production: USD 1,000

1-Based on a target of 167,000 ad impressions. Banners can be geo-targeted at the regional level or specifically to top international markets.



Dedicated Brand Hub

AMEX ESSENTIALS 2024

For maximum exposure and awareness, the sponsor has the possibility to **sponsor an exclusive, specially-created website section** – creating a unique platform for the brand with at minimum of three tailor-made advertorials. The sponsor is invited to give creative input for the section and will be named prominently in the **Amex Essentials website menu**.

DEDICATED BRAND HUB

Tailor-made Advertorial Bundle including Homepage Promotion¹

Three tailor-made advertorials created by the editorial team

Cross-Media Display Bundle²

100% SOV in respective section + ROS

4x Targeted Facebook Campaigns – three posts link to the custom advertorials on amexessentials.com, and one post links to the client's site

Book Now / Buy Now Button

Added value bonus

Carousel Ad

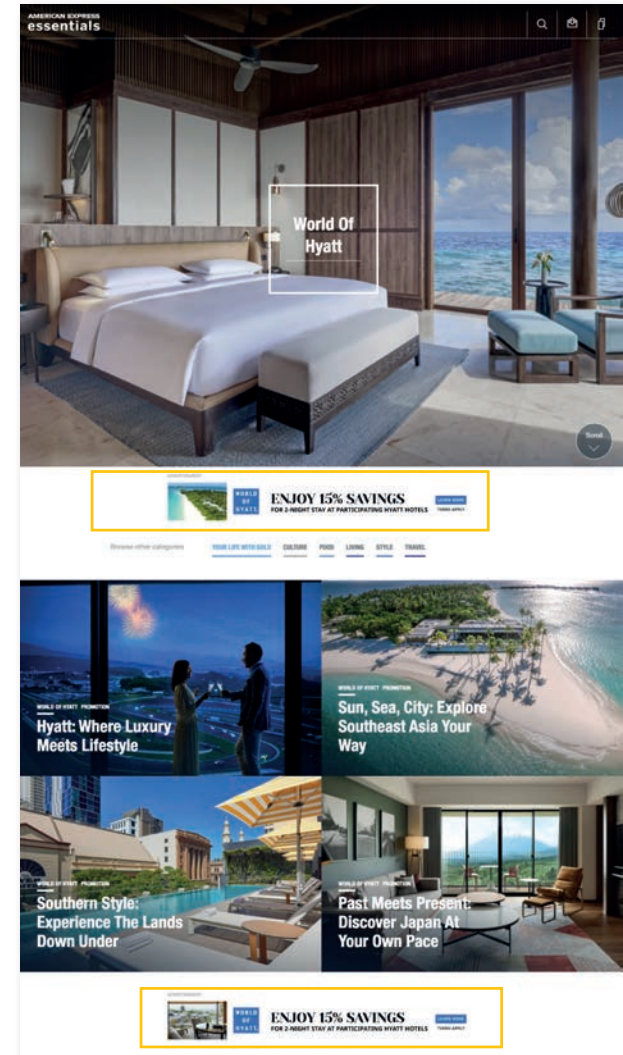
Added value bonus

TOTAL PACKAGE

USD 34,700

Media Total: USD 32,000
Creation & Production: USD 2,700

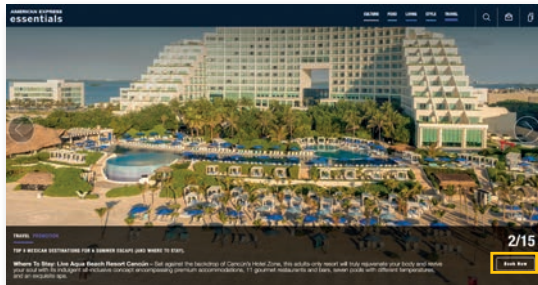
1-Supplementary advertorials are available for booking. Additional creation costs apply.
2-Based on a target of 334,000 ad impressions. Banners can be geo-targeted at the regional level or specifically to top international markets.



Package Add-On Features

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A selection of **additional features and tools** are available to compliment any package or campaign.



BUY/BOOK NOW BUTTON

Insert into any advertorial format to link directly to sponsor's product page

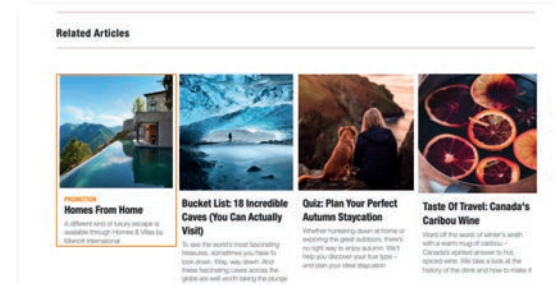
USD 1,000



AMEX ESSENTIALS SOCIAL

1x sponsored Facebook + Instagram post, driving to sponsor's site

USD 2,500



CAROUSEL AD

Promote offers or products on the first row of the related articles section

USD 800

Contact Us

AMEX ESSENTIALS 2024

For a tailored proposal,
please contact your local
representative or email
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