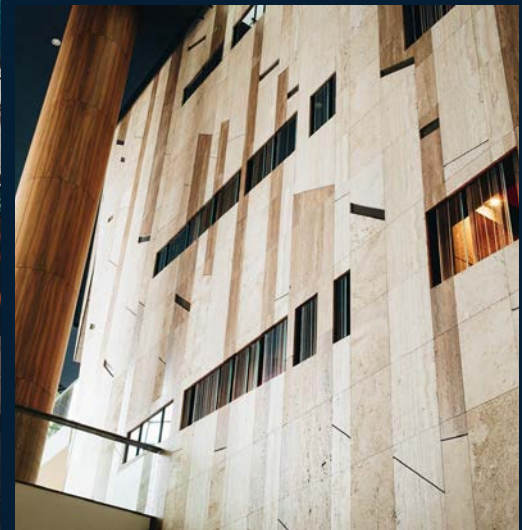


AMERICAN EXPRESS essentials

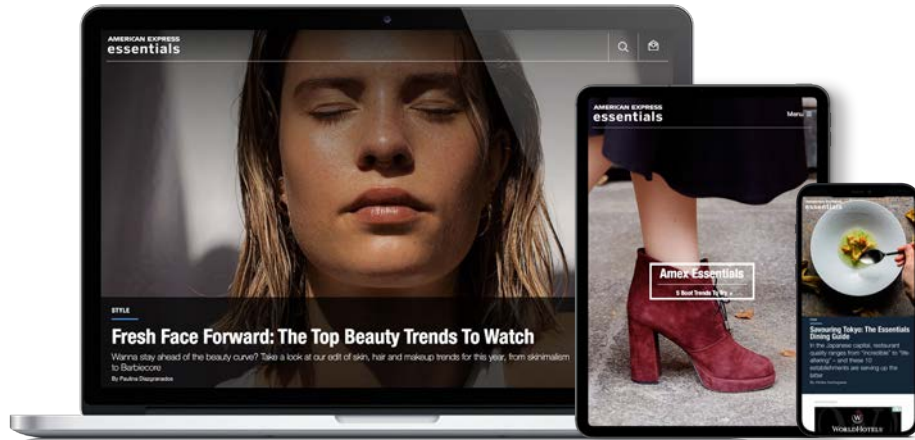
THE LUXURY AUDIENCE OF TOMORROW



2025 MEDIA KIT

Introducing American Express Essentials

AMEX ESSENTIALS



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 **6x 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.

223,900

monthly unique users

400,000+

@AmexEssentials followers

2.9x

more people reached through sponsored social campaigns via @AmexEssentials vs. 2023

41%/59%

male/female breakdown

2.6 million+

link clicks on social in 2024

4.4% CTR

on sponsored social campaigns via @AmexEssentials, on average

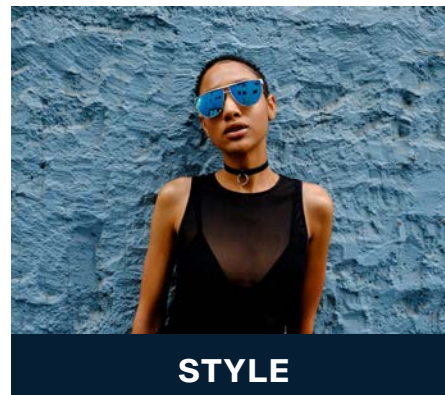
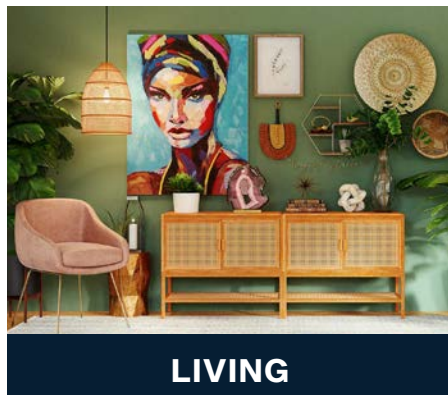
ADVERTISING OPPORTUNITIES

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

Amex 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 **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

200+

editorial updates annually

500+

editorial contributors worldwide

The World of American Express Essentials

AMEX ESSENTIALS

Amex Essentials inspires a broad community of high-spending young 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

Amex Essentials inspires a global audience of aspirational explorers, reaching over **223,900 unique users** around the globe monthly.

KEY MARKETS BY REGION



Advertising Opportunities

AMEX ESSENTIALS

From **high-impact ad units** to dedicated **custom advertorials** and **ultra-targeted social media campaigns**, a range of advertising opportunities are available across the *Amex Essentials* website and social channels.



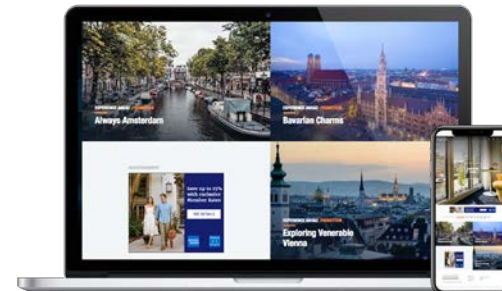
DISPLAY ADVERTISING

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



ADVERTORIALS

Editorial-style promotions to tell your brand's story



SECTION TAKEOVERS

Full ownership of a website section or custom-made brand hubs



SOCIAL MEDIA CAMPAIGN

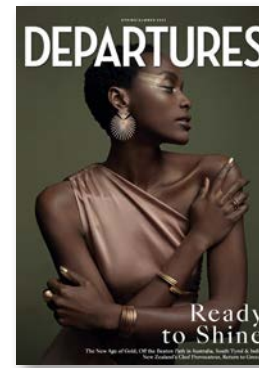
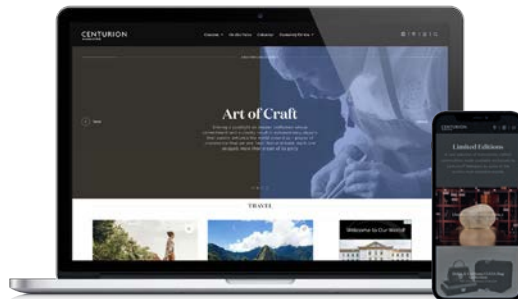
Strategic targeting via the @AmexEssentials Facebook and Instagram channels to **drive conversions**

The *Amex Essentials* creative solutions team is on hand to craft **bespoke advertising packages** to include the print and digital platforms of *Centurion* and *Departures Magazine* and the @DeparturesInt social channels in combination with *Amex Essentials* to tell your story with **maximum impact and relevance**.



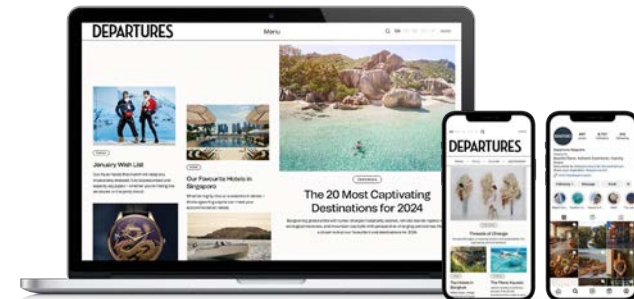
CENTURION MAGAZINE

The luxury lifestyle print and digital publication crafted exclusively for American Express® Centurion® Members



DEPARTURES MAGAZINE

The print and digital lifestyle companion for American Express® Platinum Card® Members



Display Advertising

AMEX ESSENTIALS

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.

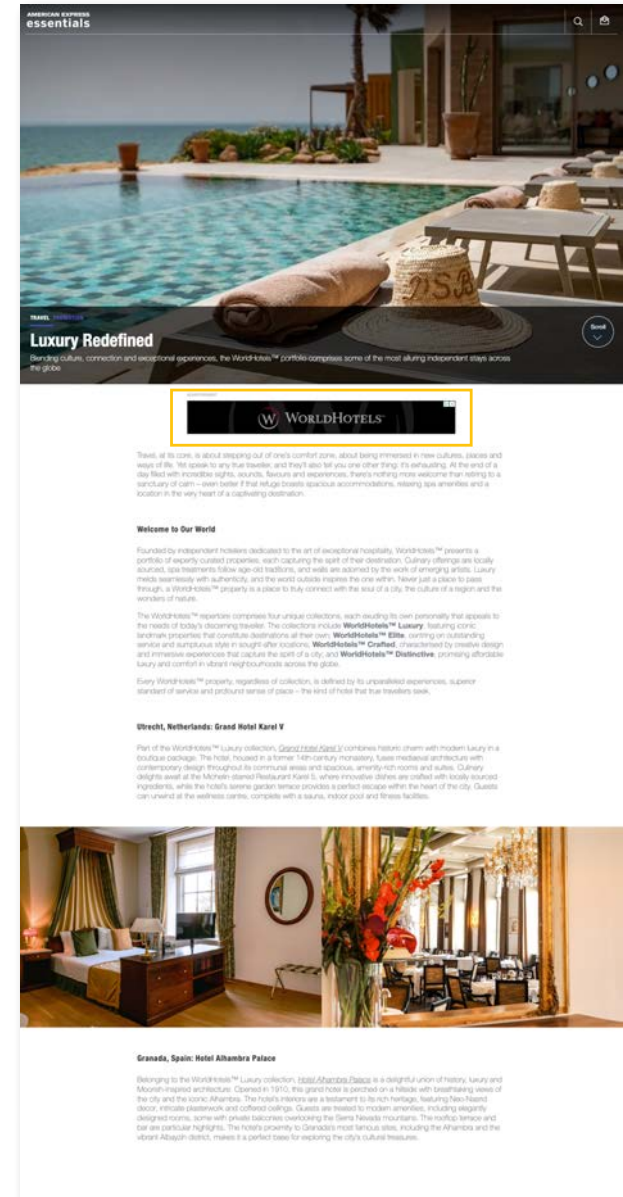
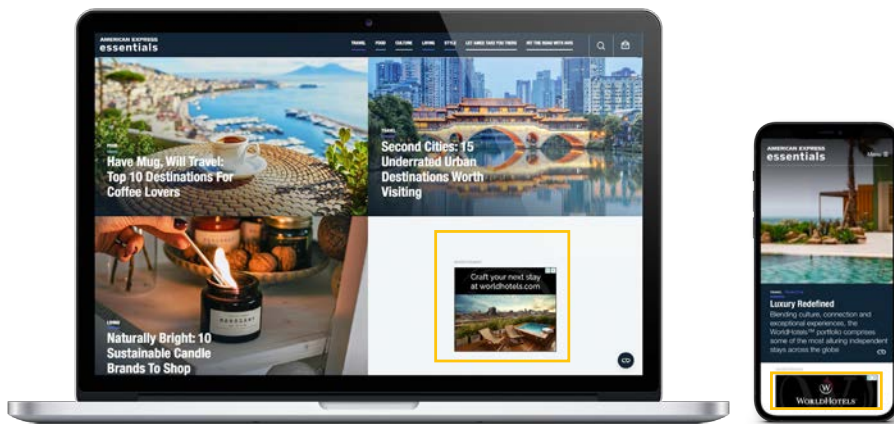
DISPLAY ADVERTISING FORMATS

| | |
|-------------------------------------|-----------|
| 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 |

TOTAL NET MEDIA¹

€ 7,500

1–Based on a target of 187,500 ad impressions. Banners can be geo-targeted at the regional level or specifically to top international markets (rates subject to change).



The Power of Social

AMEX ESSENTIALS

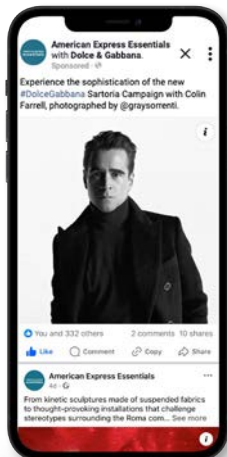
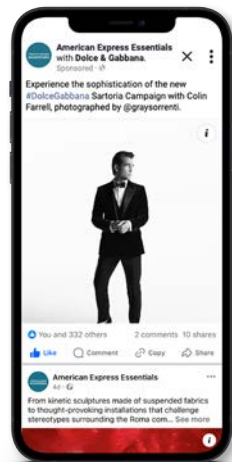
Through strategically targeted social campaigns, *Amex Essentials* can deliver the **ideal consumer profile** directly to the brand's website to **drive conversions**.

SOCIAL MEDIA PACKAGE

4x Ultra-Targeted Facebook & Instagram Posts via @AmexEssentials driving directly to the client's site

TOTAL NET MEDIA

€ 9,900



Tailor-Made Advertorial

AMEX ESSENTIALS

Researched and created by the *Amex Essentials* editorial team in collaboration with the client, custom content pieces can be crafted for the *Amex Essentials* audience by 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 created by the editorial team including homepage promotion

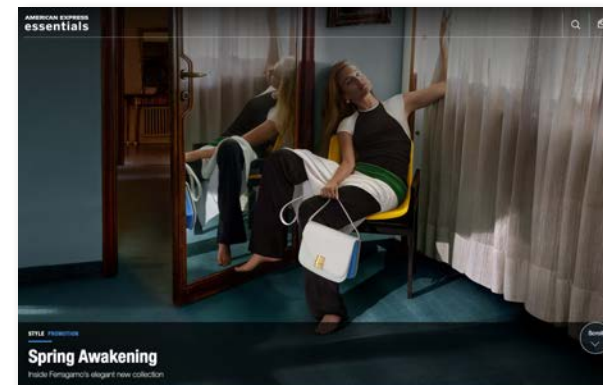
2x Ultra-Targeted Facebook & Instagram Posts via @AmexEssentials
one post links to the custom advertorial on *amexessentials.com* and one post links to the client's site

TOTAL NET MEDIA

€ 11,600

Media Total: € 10,600

Advertorial Creation & Production Costs: € 1,000



FERRAGAMO FIRENZE

In a cool, mid-century interior, a beautiful woman in an elegantly shoulder-nibbed, green leather coat and whimsical wedge-heel sandals reclines with serene poise on a yellow chair at the window, one slender leg raised casually on the bookshelf behind her, a curvy, acute bag at her feet. It's the epitome of 1950's Italian design chic.



This is one image from Florence fashion house Ferragamo's spring campaign, showcasing the collection by the brand's youthful British creative director Maxime Davit. He conceived it with Italian photographer Marina Gornati, photographer and married to Bernard Arnault's son Andrea, understands the world of modern haute lux perfectly and looks utterly relaxed in talking, draped dresses, sensuous bags and directional shoes.

Founder Salvatore Ferragamo learnt to make shoes as a child, went to California as a teenager and designed shoes for early movie stars, setting up in Florence in 1907 and supplying stars, including Marlon Brando, Sophia Loren, Greta Garbo and Judy Garland, with a stream of iconic designs. Bags and clothing were added and by the 1960s Ferragamo brought disco into chic to newly prosperous Italy.



Cross Media Campaign

AMEX ESSENTIALS

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

CROSS-MEDIA PACKAGE

Tailor-made Advertorial created by the editorial team including homepage promotion

Cross-Media Display Bundle – ROS¹

2x Ultra-Targeted Facebook & Instagram Posts via @AmexEssentials
one post links to the custom advertorial on *amexessentials.com* and one post links to the client's site

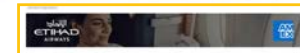
TOTAL NET MEDIA

€ 16,600

Media Total: € 15,600

Advertorial Creation & Production Costs: € 1,000

1–Based on a target of 125,000 ad impressions. Banners can be geo-targeted at the regional level or specifically to top international markets (rates subject to change).



If you're planning a long trip, break up your journey with a stopover in the capital of the UAE. It's more comfortable, more convenient and way more fun. Think of it as a road trip break with an even cooler car – when you book with Etihad Airways, it's on the house.

Perfectly positioned between East and West, Abu Dhabi is a popular place to touch down en route to destinations across the globe. Not just because of the world-class hotels, stunning beaches, top dining scene and full-on entertainment. But also because most of the world is within a four-hour flight away. And with the new state-of-the-art airport, Zayed International Airport – Terminal A, connecting here to any of Etihad Airways' 60+ worldwide destinations is easy.



Enjoy a Complimentary Stopover in Abu Dhabi

Catering for travellers of all budgets and preferences, Etihad is offering a choice between two appealing packages. Economically minded explorers will gravitate towards the fully complimentary stopover option, which includes up to two nights in a three-star hotel with Etihad footing the bill.

Jet-setters seeking additional creature comforts and a longer stop, on the other hand, will delight in the premium package that offers up to 40% off of two to four night stays in Abu Dhabi's most exclusive hotels. Both packages guarantee 24-hour check-in and in-room WiFi, all at no extra cost.

Taking advantage of the offer is as simple as one, two, three. Select your flights and hotels at the same time, and have your whole journey set on [iEtihad.com](#).

There's only one question left to answer: **how will you make the most of your Abu Dhabi adventures?**



Dedicated Brand Hub

AMEX ESSENTIALS

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

DEDICATED BRAND HUB

Tailor-made Advertorial Bundle¹

Three tailor-made advertorials created by the editorial team including homepage promotion

Cross-Media Display Bundle²

100% SOV in respective section + ROS

3x Ultra-Targeted Facebook & Instagram Posts via @AmexEssentials

three posts link to the custom advertorials on *amexessentials.com*

1x Ultra-Targeted Facebook & Instagram Post via @AmexEssentials

linking to the client's site

Added value bonus

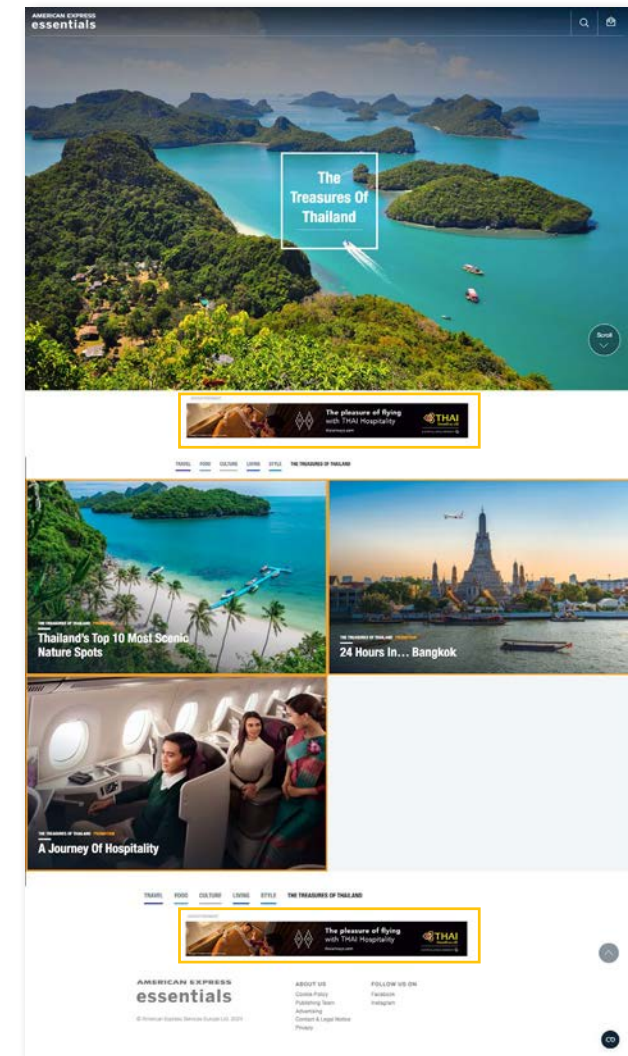
TOTAL NET MEDIA

€ 34,600

Media Total: € 31,900
Advertorial Creation & Production Costs: € 2,700

1–Supplementary advertorials are available for booking. Additional creation costs apply.

2–Based on a target of 250,000 ad impressions. Banners can be geo-targeted at the regional level or specifically to top international markets (rates subject to change).



Advertising Contacts

A M E X E S S E N T I A L S

For a tailored proposal,
please contact your local
representative or email
sales@jlexperience.com

EUROPE

The Balkans & CEECs

Zorka Sipkova
zorka.sipkova@pubintl.eu
+421 94 8094 611

Benelux

Rita Saegerman
fenixx.saegermanr@gmail.com
+32 475 94 55 71

France

Charlotte de Monbrison
cdemonbrison@mybubblecom.com
+33 6 82 260 460

Germany & Austria

Sabine Bretfeld
sabine.bretfeld@reitervs.de
+49 69 4058 6415

Italy

Paolo Cassano
paolo.cassano@kmedianet.com
+39 02 2906 1094

Spain

Pablo Glogovsky
pablo@advmediagroup.com
+34 63 128 1385

Switzerland & Scandinavia

Neil Sartori
neil.sartori@mediainterlink.com
+41 79 880 96 35

United Kingdom

Katherine Galligan
katherine@metropolist.co.uk
+44 7956 404345

Vishal Raghuvanshi
vishal@metropolist.co.uk
+44 7810 353362

MIDDLE EAST

Mamta Pillai
mamta@sasmedia.net
+97 15035 62723

ASIA-PACIFIC

Australia

Rowena O'Halloran
rowena.ohalloran@pubintl.com.au
+61 425 329 653

China

Maggie Li
maggie.li@cesanamedia.cn
+86 10 6952 1122

Hong Kong

Hemant Sonney
hemant.sonney@pubintl.com.hk
+852 9270 6741

India

Rachna Gulati
rachna.gulati@mediascope.co.in
+91 98 1119 1702

Japan

Kazuhiko Tanaka
k.tanaka@shinano-tf.com
+81 3 3584 6420

Korea

Jo Young Sang
biscom@biscom.co.kr
+82 2 739 7840

Philippines

Karina Nunez Olano
karina.olano@globalmedia.com.ph
+63 92 0972 2940

Indonesia

Sarah Grace Hutabarat
sarah@mediaman.co.id
+62 212 970 4008

Singapore & Malaysia

Peggy Thay
peggy.thay@pubintl.sg
+65 9664 4662

Taiwan

Janet Chen
janet@procomintl.com.tw
+886 2 2767 7390

Thailand

Nontra Poonnopatham
nontra.p@jpp-thailand.com
+66 2051 4694

THE AMERICAS

US, The Caribbean & South America

Jill Stone
jstone@bluegroupmedia.com
+1 305 335 1122

Eric Davis
edavis@bluegroupmedia.com
+1 305 720 8337

Latin America

Pablo Glogovsky
pablo@advmediagroup.com
+52 55 1081 7909

Hawaii

Justin Naka'ahiki
justinnakaahiki@dmhawaii.com
+1 808 739 2200

YACHTING

Emanuele De Mari
info@admarex.com
+39 010 59 54 749

AMERICAN EXPRESS
essentials

THANK YOU

We look forward to a successful partnership.

PUBLISHERS

CHRISTIAN SCHWALBACH

Group Publisher

MICHAEL KLOTZ

Associate Group Publisher

EDITORIAL PRINT & ONLINE

THOMAS MIDULLA

International Editorial Director
thomas.midulla@jiexperience.com

ADVERTISING SALES

CHRISTOPH GERTH

Managing Director
christoph.gerth@jiexperience.com

MARKETING & RESEARCH

ERICA BRECK TAVELLA

Head of Marketing
erica.tavella@jiexperience.com

ALL ADVERTISING ENQUIRIES

sales@jiexperience.com