



Deutsch-Australische
Industrie- und Handelskammer
German-Australian Chamber
of Industry and Commerce

Media Kit 2017

issued 20/06/2017

Rates & Deadlines

- **Print**

- *German-Australian Business News Magazine*
- *German-Australian Business Directory*

- **Online**

- AHK Website
- E-newsletters (members and events)

We offer various discounts to members who advertise across multiple German-Australian Chamber platforms. Please contact us and we will optimise an advertising package for you.

10% discount on four consecutive advertisements

20% discount for Premium Partners

+ 61 2 8296 0446
media@germany.org.au
www.germany.org.au

Follow AHK Australia



German-Australian Business News



-10%
Book 4 consecutive advertisements to receive a 10% discount

The quarterly magazine of the German-Australian Chamber of Industry and Commerce informs readers about the latest developments in the German and Australian economies, events and chamber activities. Each issue features articles and interviews with business experts and is dedicated to a particular industry focus.

Target Group

Readership includes key government and industry personnel and selected non-members in Australia and Germany. 1200 copies are distributed amongst approximately 400 member companies, visitors and governmental institutions, as well as trade and industry organisations in Australia and overseas. Furthermore, the *Business News* will also be handed out at trade fairs and events to other interested parties throughout the year.

Circulation: 1200 copies

Download availability on www.germany.org.au

- Reach most top managers of the German companies operating in Australia.
- Deliver your message to the desks and boardrooms of our approx. 400 member companies.
- Target a decision-making audience with a high purchasing power.
- Focus on readers with a strong connection to Germany.
- Connect with executives actively looking for new business relations.
- Directors, CEOs and Business Owners

Ad options	Rate*
Full page	\$2050
Half page	\$1250
Strip ad	\$750
Cover strip ad	\$1000
Outside back cover	\$2750
Inside back cover	\$2200

* excluding GST

Material deadline	Issue date	
24 Nov 2016	18 Jan 2017	Q1
02 Mar 2017	19 Apr 2017	Q2
23 Jun 2017	12 Jul 2017	Q3
22 Sep 2017	11 Oct 2017	Q4

Ad options	Specs (mm W x H)**
Full page	210 x 297
Half page	210 x 148
Strip ad	210 x 40
Cover strip ad	210 x 40
Outside back cover	210 x 297
Inside back cover	210 x 297

Inserts

Prices depend on weight of the insert (e.g. brochure, flyer). Please contact us via email with the weight and size to receive a quote for national and international distribution.

**Technical requirements:

For printed advertisements please supply final artwork as high res PDF (CMYK), Illustrator EPS, high res TIF or JPEG file (300 dpi) with 5mm bleed and crop marks.

German-Australian Business Directory

Our directory provides you with resourceful contact information on over 400 German companies: German subsidiary companies and companies engaged in bilateral trade, including an accurate assessment of opportunities and challenges that our companies face in the Australian market.

This book is available in English only.



Ad options	Rate*
Full page	\$2950
Back Page	\$5950

Ad options	Specs (mm W x H)**
Full page	149 x 210
Half page	149 x 105

E-newsletters: *Member Company Update & Events Australia*



You can also advertise in our regular e-newsletters. The *Member Company Update* (MCU) features news about the chamber and recent articles of member companies (distributed to around 1400 subscribers). *Events Australia* promotes chamber and partner events in Australia (around 2100 subscribers)

Archive of previous issues under www.germany.org.au

GIF, JPG, JPEG, TIF, TIFF, PNG, SWF supported.

Ad distribution	Pixel (WxH)	Rate*
MCU (last Friday of the month)	590 x 200 (content column)	\$190
Events Australia (fortnightly)	590 x 200 (content column)	\$190

* excluding GST

Website | AHK www.germany.org.au



The website of the German-Australian Chamber is updated regularly with events, business, trade and political news from Germany and Australia. Each year, 160,000 visitors view www.germany.org.au and make 900,000 page visits. Advertising banners of members will be placed on the homepage or on industry focus websites. Larger banners can also be placed on specific sub-pages (e.g. sustainability, visa information or country overviews). Please contact us for details.

GIF, JPG, JPEG, TIF, TIFF, PNG, SWF supported.

Ad duration	Rate*
3 months	\$600
6 months	\$1050
12 months	\$2050

Homepage	Industry focus pages***
188 x 89	160 x 160 160 x 600

**Technical requirements:

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