



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



# Media kit 2016

issued 01/11/2015

## Rates & Deadlines

- **Print**

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

- **Online**

- AHK Website
- E-news: “member company update”

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 4 consecutive advertisements

**20% Discount for Premium Partner**

+ 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 GAC activities. Each issue features interviews with business experts and is dedicated to an industry focus.

## Target Group

Readership includes key government, industry personnel and selected non-members in Australia and Germany. 1250 copies are distributed amongst approx. 350 member companies, visitors, 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: 1250 copies

Download availability on [www.germany.org.au](http://www.germany.org.au)

- Reach most top managers of the German companies operating in Australia
- Deliver your message across the desks and boardrooms of our approx. 350 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, 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	
21 Dec 2015	12 Jan 2016	Q1
25 Mar 2016	11 Apr 2016	Q2
20 Jun 2016	11 Jul 2016	Q3
26 Sep 2016	10 Oct 2016	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 the 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 annual 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	\$3000
Back Page	\$6000

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

## E-newsletter 'Member Company Update' & 'Events Australia'



You can advertise in our monthly E-newsletter. The Member Company Update (MCU) is featuring news of GACIC and recent articles of member companies (distributed to around 1000 people). The "Events Australia" is promoting events of GACIC or partners in Australia (Distributed to around 1800 people)

Archive of previous issues under [www.germany.org.au](http://www.germany.org.au)

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

Ad distribution	Pixel (WxH)	Rate*
MCU (last Friday of the month)	180 x 89 (right side)	\$100
MCU (last Friday of the month)	420 x 150 (content column)	\$250
Events Australia (monthly)	590 x 200 (content column)	\$250

\* excluding GST

## Website | AHK [www.germany.org.au](http://www.germany.org.au)



The website of the German-Australian Chamber is regularly updated with events, business, trade and political news from Germany and Australia. Every year 160,000 visitors view [www.germany.org.au](http://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).

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:

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