



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

# Media Kit 2018

issued 01/10/2018

## 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

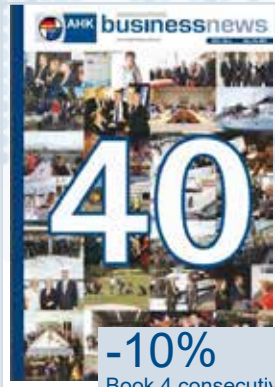
**20% discount for Premium Partners**

+ 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](http://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	\$950
Outside back cover	\$2750
Inside back cover	\$2150

Material deadline	Issue date	
1 Dec 2017	18 Jan 2018	Q1
02 Mar 2018	19 Apr 2018	Q2
22 Jun 2018	12 Jul 2018	Q3
21 Sep 2018	11 Oct 2018	Q4

\* excluding GST

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*



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. The Newsletter get distributed every last Friday of the month to all subscribed members of the chamber.

**Subscriber (1/10/18): 1700**

Ad distribution	Pixel (WxH)	Rate*
MCU (last Friday of the month)	600 x 150 (content column)	\$199
Events Australia (fortnightly)	400 x 400 (content column) plus copy of around 50 words	\$199

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

\* excluding GST

## E-newsletters: *Events Australia Update*



You can also advertise in our regular E-newsletters. The *Events Australia Update* promotes chamber and partner events in the German-Australian business community. The Newsletter get distributed fortnightly (Tuesdays).

**Subscriber (01/10/18): 2700**

Ad distribution	Pixel (WxH)	Rate*
MCU (last Friday of the month)	600 x 150 (content column)	\$199
Events Australia (fortnightly)	400 x 400 (content column) plus copy of around 50 words	\$199

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

\* excluding GST

### \*\*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.