



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern



Media Kit 2017

German American Chamber
of Commerce of the Midwest



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

Who We Are

The German American Chamber of Commerce of the Midwest (GACC Midwest), headquartered in Chicago with a branch office in Detroit, caters to more than 850 member companies as well as an extensive national and international business network. GACC Midwest is part of a strong network including 2,500 member firms and seven offices in the US, and more than 130 locations in 90 countries around the world. Our global network, including the German Chamber Network (AHK), is coordinated by the German Association of Chambers of Industry and Commerce (DIHK), who speaks for 3.6 million enterprises in Germany.

GACC Midwest offers experience, connections, and services to German and international companies. As a membership organization established more than 50 years ago, we strive to increase the success of our member companies. Thus, we would like to introduce effective opportunities to market your company's unique products and innovative services to our network and beyond. Advertising opportunities with GACC Midwest are exclusively available to members.

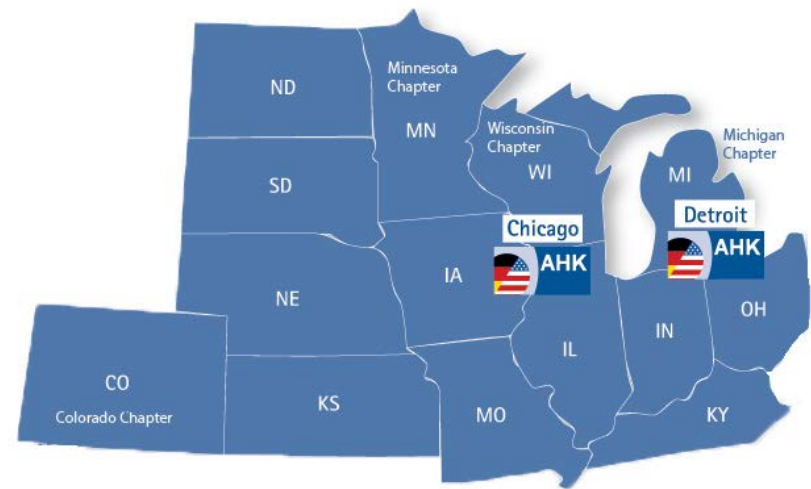
Advertising Opportunities 2017

Print Publications

- GACC Midwest Report 2017/18 (plus online)
- German American Trade Magazine (plus online)
- Membership Directory 2017/18

Online

- Website Banner / Logo Placement
- E-Newsletter Advertising
- Digital White Paper Library
- Social Media Campaigns



GACC Midwest covers 14 states (25% of the total US population, GDP and territory) and includes 4 local Chapters in CO, MI, MN, and WI

Print & Online Demographics

- 68%** hold a position in the upper Management
- 62%** have both German and American customers
- 60%** say their company is headquartered in the US
- 40%** say their company is headquartered in Germany
- 82%** are male
- 67%** were born in Germany
- 82%** have been living in the US for more than 10 years



Print Publication: GACC Midwest Report 2017/18



Increase your visibility among the German American business community

The GACC Midwest Report is a unique platform to showcase your involvement in the German-American business community, from placing ads to publishing success stories and advertorials.

Benefits of advertising

- Reach thousands of executives on both sides of the Atlantic all year long
- Share detailed insights into your company, your region, your service
- Enjoy year-round promotion among the German-American business community, online and in print

Circulation

- 1,000 printed copies (8-10 readers per copy), distributed to C-level executives
- PDF download on GACC Midwest website (20,000 page views per month)
- Featured in newsletter (9,000 subscribers) and separate mailing to 4,000 contacts
- 10,000 downloads of the report per year

Publishing date

December 31, 2017

Closing date for ad material

October 20, 2017

Print Publication: German American Trade Magazine

The German American Trade Magazine is the official quarterly publication of the German American Chambers of Commerce dedicated to foster the economic relations between the United States and Germany.



Issues	Advertising Deadline	Month of Publication
1 st Quarter	Beginning of December	January
2 nd Quarter	Beginning of March	April
3 rd Quarter	Beginning of June	July
4 th Quarter	Beginning of September	October

Circulation

- 2,000 printed copies (8-10 readers per copy)
- Interactive Flip Book and PDF download on all Chamber websites (40,000 unique visitors per month)
- 10,000 downloads of the magazine per year

Publishing date & locations

Quarterly, 80% US and 20% Germany

Print Publication: Membership Directory 2017/18



Advertise in our go-to resource of the year

Our Membership Directory reaches more than 6,000 key decision-makers in both industry and government across the US and Germany, who will use the Membership Directory as their go-to resource for German American business throughout the entire year.

Benefits of advertising

- Reach GACC members in the Midwest and nationwide
- Increase your visibility in our most important directory of the year
- Get exposure all year long

Circulation

2,200 printed copies distributed to all GACC members nationwide

Publishing date

May 2017

Closing date for ad material

April 15, 2017

Online: GACC Midwest Website

Advertise on the official, bilingual website of GACC Midwest

The website aims to facilitate bilateral trade and investment activities between Germany and the US. The content targets companies and individuals interested in building up business relationships in the US.

Benefits of advertising

- Reach German companies that are in the process of expanding into the US market
- Connect your corporate logo / ad to German-American business
- Place targeted banner ads and direct users to a customized landing page on your website



Page visits

20,000 page views per month

Publishing date

All year round

Closing date for ad material

7 business days prior to publication



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

Online: Monthly E-Newsletter ChamberBrief



Place your logo or banner ad in our monthly e-newsletter ChamberBrief

The newsletter reaches top-level management in the German-American business community on both sides of the Atlantic: Executives from a broad spectrum of multi-national corporations as well as small and medium sized companies, service providers, and leading government officials.

Benefits of advertising

- Reach key decision makers in both Germany and the US
- Connect your corporate logo / ad to German-American business
- Place targeted banner ads and direct users to a customized landing page on your website

Target group

6,000 subscribers, mainly top-level executives

Publishing date

Monthly

Closing date for ad material

7 business days prior to publication

Online: White Paper Library

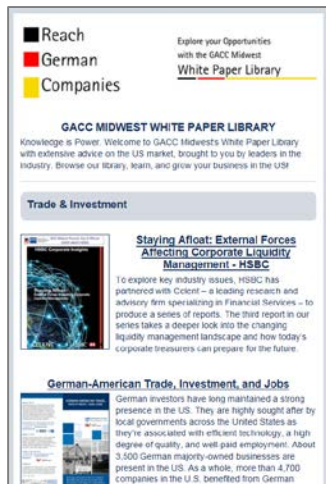
Reach German Companies

Reach German companies in the US and those that are planning their market entry

Showcase your expertise to potential clients and business partners in the US and Germany in our digital whitepaper library, a high-quality source for in-depth research, analysis, and commentary about investment and business growth, HR and immigration, legal advice, industry standards, and more. www.gaccmidwest.org/whitepaper

Benefits of advertising

- Reach German companies researching a variety of topics pertaining to transatlantic business
- Present your deep expertise and position yourself as a trusted advisor to German companies
- Use the GACC Midwest website as an extended marketing channel



Circulation and page visits

- Printed copies can be provided and will be displayed in our Chicago office
- 20,000 page visits per month
- Whitepaper can be featured in our monthly newsletter (6,000 subscribers)

Publishing date

All year round

Closing date for ad material

7 business days prior to publishing



Pricing: GACC Midwest Report


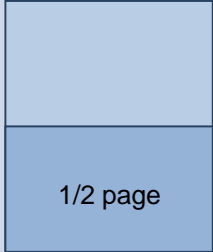

Spread		Full page	1/2 page - horizontal	1/3 page - vertical
4c Advertorial: \$1,750 4c Ad: \$2,250 Width x Height 14.5" x 9.3" (no bleed)		4c Ad: \$1,750 Width x Height 7.25" x 9.3" (no bleed)	4c Ad: \$1,000 Width x Height 7.25" x 4.6" (no bleed)	4c Ad: \$750 Width x Height 2.3" x 9.3" (no bleed)
Preferred Position			Logo Placement	
Back Outside Cover: 1 x 4c: \$4,500	Inside Front Cover: 1 x 4c: \$3,500 \$3,500	Inside Back Cover: 1 x 4c: \$3,500	Fixed Position: 1 x 4c: \$500	



Pricing: German American Trade Magazine

Full page	1/2 page - horizontal	1/3 page - vertical	1/6 page - horizontal	GAT Marketplace
1 x 4c: \$2,900 3 x 4c: \$2,500 6 x 4c: \$1,700	1 x 4c: \$1,260 3 x 4c: \$1,100 6 x 4c: \$900	1 x 4c: \$825 3 x 4c: \$795 6 x 4c: \$750	1 x 4c: \$420 2 x 4c: \$400 3 x 4c: \$370	1 x 4c: \$249 6 x 4c: \$999 (2 free)
Width x Height 7" x 10 1/8" (178 x 256 mm)	Width x Height 6 6/7" x 4 3/4" (175 x 120 mm)	Width x Height 2 1/8" x 9 9/16" (55 x 242 mm)	Width x Height 4 1/2" x 2 5/16" (115 x 59 mm)	Width x Height 3 3/16" x 1 6/16" (81 x 35 mm)
Preferred Position				1-Year Sponsor's Subscription
Back Cover: 1 x 4c: \$3,550 2 x 4c: \$3,450 3 x 4c: \$3,250		Inside Cover front: 1 x 4c: \$3,200 2 x 4c: \$2,960 3 x 4c: \$2,560		Inside Cover back: 1 x 4c: \$3,140 2 x 4c: \$2,890 3 x 4c: \$2,480
				Purchase any advertisement and get a 1-Year subscription of our GAT magazine for only \$50

Pricing: Membership Directory

Full page	1/2 page - horizontal	1/4 page
		
7" x 10 1/8" (178 mm x 256 mm)	4 1/2" x 9 9/16" (115 mm x 242 mm)	6 6/7" x 4 3/4" (175 mm x 120 mm)
4c: \$3,800	4c: \$2,625	b/w: \$1,425

Preferred Position

Outside Back Cover

\$6,300 (4c)

Inside Cover Front

\$5,000 (4c)

Inside Cover Back

\$5,000 (4c)

Premium Company Profile

\$ 490 max., 600 characters (incl. logo), b&w



Pricing: Online Advertising

GACC Website only (fixed position: bottom of the homepage, right column on subpages, no flash banner)

	3 months total	6 months total	12 months total
Logo placement 1* (465x115px)	\$1,000	\$1,750	\$2,525
Logo placement 2* (width 150px)	\$500	\$800	\$1,350
Skyscraper banner (188x600px)	\$1,250	\$1,850	\$2,500
+ additional subpage	\$80	\$150	\$220

Monthly E-Newsletter ChamberBrief only (fixed position)

	1 edition	3 editions	12 editions
Banner	\$500	\$750	\$1,950
Logo Placement	\$250	\$550	\$950

Combination: GACC Midwest Website & E-Newsletter ChamberBrief

	3 months / editions total	6 months / editions total	12 months / editions total
Banner 1* (465x115px)	\$1,250	\$1,950	\$2,950
Logo placement (max. w 150px)	\$600	\$950	\$1,750
+ additional subpage	\$ 80	\$150	\$220
+ all subpages	\$500	\$850	\$1,300

White Paper Library

	12 months
1 Whitepaper	\$500
2 Whitepapers	\$750

* Banner placement on the homepage



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

Your Contacts

Nils Schaede
Director, Marketing and
Communications

T: 312 494-2169

Email: schaede@gaccmidwest.org

**German American Chamber of
Commerce of the Midwest, Inc.**
321 N Clark Street, Suite 1425,
Chicago, IL 60654

www.gaccmidwest.org

Follow Us



Jasmin Welter
Senior Manager, Marketing and
Communications

T: 312 494-2162

Email: welter@gaccmidwest.org

**German American Chamber of
Commerce of the Midwest, Inc.**
321 N Clark Street, Suite 1425,
Chicago, IL 60654

www.gaccmidwest.org