



**GACC Midwest**

# **Media Kit 2021**

**Market | Promote | Support**



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Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern

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# Who We Are

The German American Chamber of Commerce of the Midwest (GACC Midwest), headquartered in Chicago with a branch office in Detroit, is the official representation of German business in the Midwest. With seven US offices and 140 international locations in 92 countries, the AHKs around the globe are equipped to serve all German-American B2B needs. 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. Advertising opportunities with GACC Midwest are exclusively available to members.

# Who We Serve

**25%** of the US  
population

**14** US states

**3.6** million  
enterprises in Germany



● Chamber Office  
● Chamber Branch Office  
● Chapter Location



GACC Midwest includes 3 local Chapters in CO, MN, and WI



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# Our Audience



68%

are decision-makers in upper management



60%

say their company is headquartered in the US



67%

were born in Germany



62%

have both German and American customers



40%

say their company is headquartered in Germany



82%

have been living in the US for more than 10 years



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# Advertising Opportunities 2021



## Thought Leadership

- GACC Midwest Report
- German American Trade Magazine
- Industry publications
- Online Membership Directory



## Digital Advertisement

- GACC website
- Newsletter promotion
- Digital white paper center
- Social media campaigns
- Webinars

*To ensure the integrity of our organization and for the benefit of our network, GACC Midwest reserves the right to suggest edits to all submitted materials, including advertisements, information and event presentations. Final approval of submitted materials belongs to GACC Midwest.*



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## PRINT PUBLICATIONS

# GACC Midwest Report

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 services
- Enjoy year-round promotion among the German-American business community, online and in print



### Distribution

- 1,500 printed copies (8-10 readers per copy), distributed to C-level executives via direct mail to all members, at events, and in personal meetings
- PDF download on GACC Midwest website (20,000 page views per month)
- Featured in newsletters (4,000+ subscribers) and on social media (7,000+ followers)

### Publishing date

December 31, 2021

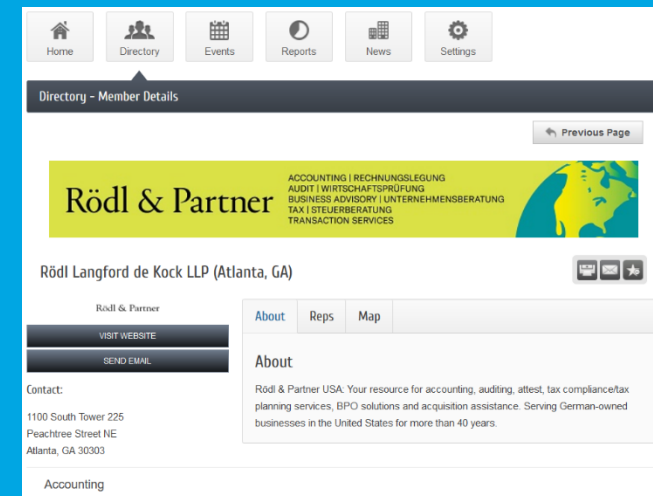
### Closing date for ad material

October 20, 2021

# Membership Directory

Connect directly with potential business partners within the German-American business network. Gain additional recognition & visibility by upgrading to a Premium Profile and receive one Banner Ad free!

Type of Ad	Price	Format
Premium Company Profile	\$500	<ul style="list-style-type: none"> <li>• Priority Placement</li> <li>• Company description (max 1400 characters)</li> <li>• Company logo (600x600; JPG/PNG format)</li> <li>• Bonus: one Banner Ad (700x92; JPG/PNG format; industry of choice)</li> </ul>



## Distribution:

Key decision-makers in government and industries across the US and Germany use the Membership Directory throughout the year

## Format:

Online Premium Profile + Banner Ad Publishing

## Duration:

January– December (Full year)



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# Industry Publications

Our industry publications are a unique platform to showcase your expertise to the German-American business community, both in print and online.

## Benefits of advertising

- Reach thousands of executives on both sides of the Atlantic all year long, online and in print
- Share detailed insights into your services
- **All submissions to our industry publications will appear in the annual GACC Midwest Report**



## Industry publications planned for 2021

- Recruiting
- Mergers & Acquisitions

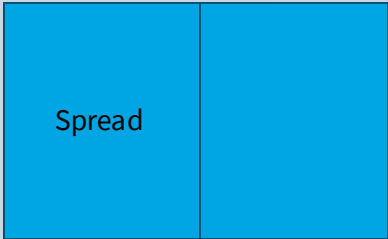
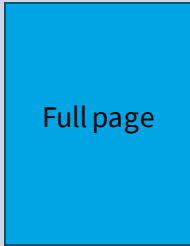
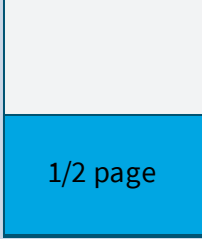
## Reach:

- Limited editions distributed with targeted distribution to stakeholders at personal meetings or events
- PDF download on GACC Midwest website (20,000 page views per month)
- Promotion via GACC Midwest social media channels and mailings

**Please review details on pricing on the following page.**

## PRICING

# Industry Publications & GACC Midwest Report

Spread	Full page	1/2 page - horizontal
 <p>Advertorial: <b>\$1,950</b></p> <p><b>Width x Height</b> 14.5" x 9.3" (no bleed)</p>	 <p>Advertorial: <b>\$1,650</b> Ad: <b>\$1,950</b></p> <p><b>Width x Height</b> 7.25" x 9.3" (no bleed)</p>	 <p>Ad: <b>\$1,150</b></p> <p><b>Width x Height</b> 7.25" x 4.6" (no bleed)</p>
Preferred Placement		
<b>Back Outside Cover:</b> 1 Issue: <b>\$4,500</b>	<b>Inside Front Cover:</b> 1 Issue: <b>\$3,500</b>	<b>Inside Back Cover:</b> 1 Issue: <b>\$3,500</b>
Accepted Deliverables:		
<b>File Formats:</b> PDF, EPS, PNG		<b>Color Mode:</b> Files should be in CMYK instead of RGB



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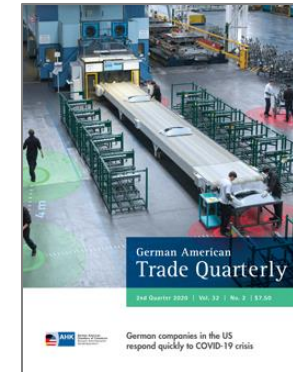


## PRINT PUBLICATIONS

# German American Trade Magazine

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

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



### Circulation

- 2,000 printed copies (8-10 readers per copy)
- PDF download on all Chamber websites & promoted in monthly newsletters (40,000 unique visitors per month)
- Ongoing social media promotion

### Publishing date & locations

Quarterly, 80% US and 20% Germany

**Please review details on pricing on the following page.**

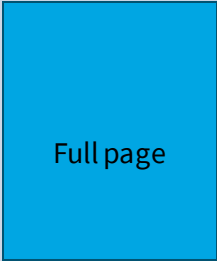
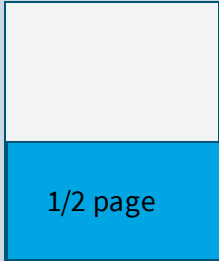
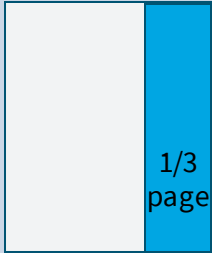
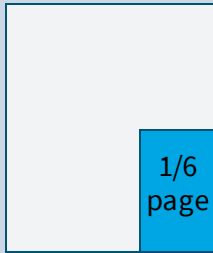


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## PRICING

# German American Trade Magazine

Full page	1/2 page horizontal	1/3 page vertical	1/6 page horizontal
			
<b>Single-Ad</b> <b>\$3,330*</b>	<b>Single-Ad</b> <b>\$1,450*</b>	1 Issue: <b>\$825</b> 4 Issues: <b>\$3,000</b>	1 Issue: <b>\$420</b> 4 Issues: <b>\$1,450</b>
<b>Width x Height</b> 8 1/8" x 10 7/8" (206 x 276 mm)	<b>Width x Height</b> 8 1/8" x 5 7/16" (206 x 138 mm)	<b>Width x Height</b> 2 11/16" x 10 7/8" (68 x 276 mm)	<b>Width x Height</b> 2 11/16" x 5 7/16" (68 x 138 mm)
Preferred Placement			
<b>Back Cover Inside:</b> <b>\$3,600*</b>	<b>Back Cover:</b> <b>\$3,800*</b>	<b>Front Cover Inside:</b> <b>\$3,675*</b>	<b>Cover Story:</b> COVER PAGE + 4 PAGE EDITORIAL <b>\$6,000</b>
Accepted Deliverables:			
<b>File Formats:</b> PDF, EPS, PNG		<b>Color Mode:</b> Files should be in CMYK instead of RGB	

### 1-Year Sponsor's Subscription

Purchase any advertisement and get a 1-Year subscription of our GAT magazine for only **\$50**

\* A 20% discount will be granted for every additional ad placed within the same calendar year



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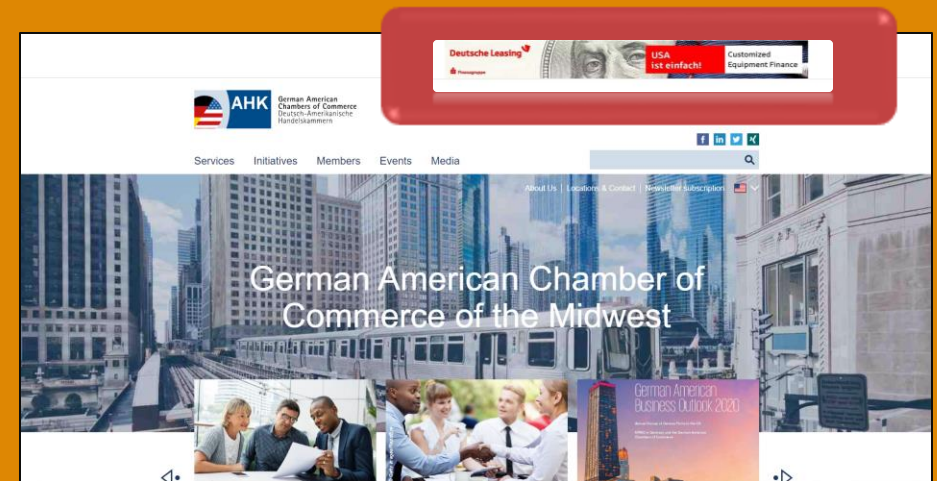
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# Website Header Banner

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. In 2019, the entire bilingual website was redesigned to be even more user-friendly and accessible across various devices.

## 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 views

20,000+ per month

## Publishing date

Year-round

## Closing date for ad material

7 business days before campaign starts

## Pricing

GACC Website only

	3 months total	6 months total	12 months total
Leaderboard banner (728x90px)	\$1,550	\$3,000	\$4,525

Combination: GACC Midwest Website & Executive Update

	3 months / editions total	6 months / editions total	12 months / editions total
Banner / Logo Placement	\$2,950	\$4,550	\$6,950

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# Executive Update – Your Banner/Ad

Our newsletter reaches top-level management in the German-American business community on both sides of the Atlantic, including both multinational corporations as well as small and medium sized companies, service providers, and leading government officials.

## Benefits of advertising

- Generate exposure among key decision makers in both Germany and the US with your corporate logo/ad
- Place targeted banner ads to direct users to a customized landing page on your website
- Advertise your specific initiatives to an engaged, diverse audience



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## GACC MIDWEST EXECUTIVE UPDATE

GERMAN AMERICAN BUSINESS NEWS



## Target group

4,000+ subscribers: top-level executives and decision-makers in transatlantic business

## Publishing date

Monthly

## Closing date for ad material

Beginning of each month

## Pricing

Monthly E-Newsletter Executive Update only (fixed position)

	1 edition	3 editions	12 editions
Banner (max. w 150px)	\$1,000	\$2,150	\$3,500

Combination: GACC Midwest Website & Executive Update

	3 months / editions total	6 months / editions total	12 months / editions total
Banner	\$2,950	\$4,550	\$6,950

# Executive Update – Your Logo

Our newsletter reaches top-level management in the German-American business community on both sides of the Atlantic, including both multi-national corporations as well as small and medium sized companies, service providers, and leading government officials.

## Benefits of Logo Placement in our Executive Update

- Generate exposure among key decision makers in both Germany and the US
- Direct users to your website via your logo (minimum of 300 dpi)
- Showcase your company as a strong supporter of transatlantic business



## Logo Placement Pricing

Monthly E-Newsletter Executive Update (fixed position)

	1 edition	3 editions	12 editions
Logo Placement	\$1,000	\$2,150	\$3,500



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# White Paper Center

Showcase your expertise to potential clients and business partners in the US and Germany with our digital white paper center, a high-quality source for in-depth research, analysis, and commentary.

## Benefits of advertising

- Reach German companies researching a variety of topics pertaining to transatlantic business
- Present your expertise and thought leadership to German companies in the US
- Use the GACC Midwest website as an extended marketing channel
- White paper shared on GACC Midwest LinkedIn channel for additional promotion



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## Circulation and page visits

- Printed copies can be provided and will be displayed in our Chicago office
- 20,000 page views per month
- Featured in newsletter (4,000+ subscribers) and social media

## Publishing date

Year-round

## Closing date for ad material

7 business days before submission

## Pricing

	12 months
1 White Paper hosted in the GACC Midwest White Paper Center and promoted on GACC Midwest social media channels and in the Executive Update newsletter	\$500



# Digital Campaigns

Reach potential business partners in Germany and the US. Share your latest product release, service, event, white paper, and more with our extensive LinkedIn audience or via a sponsored LinkedIn or Google Ad campaign.

## Benefits of digital advertising

- Reach German companies researching a variety of topics pertaining to transatlantic business
- Present your expertise and thought leadership to German companies in the US
- Use GACC Midwest social media as extended marketing channels



## Circulation and page visits

Customized Google Ad audiences

Customized social media audiences

GACC Midwest Facebook, LinkedIn, Twitter, and YouTube channels (7,000+ followers)

## Publishing date

Year-round

## Closing date for ad material

7 business days before campaign starts



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