

2021

MEDIA KIT

Did you know?
You can market your company
& services through our chamber



01

Website

- Home page ad
- Sub page ad
- Branding logo



02

Digital ads Publications

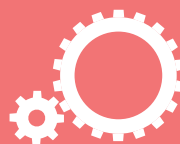
- Gat magazine
- AHK Connect Enewsletter
- Discount booklet



03

Social media

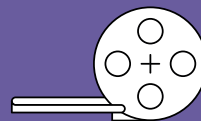
- Youtube
- Facebook
- LinkedIn
- Twitter
- Instagram



04

Webinars

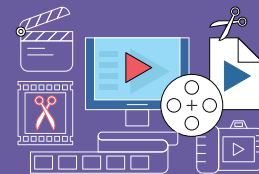
- Homepage ad
- Branding logo



05

Marketing Consultancy

- Video creation
- Designing promotional materials



01 Website

The website aims to showcase and facilitate bilateral trade and investment activities between Egypt and Germany.

Our website is trilingual and is designed in a user-friendly way and can be accessible across various devices.

Benefits of Advertising

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

Advertising Rates/Quarter



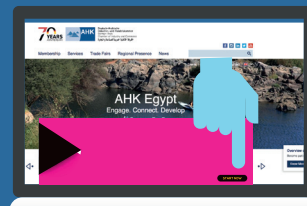
Leaderboard home page banner
Horizontal header page banner

Size: (728 x 90 pixels)
Price: EGP 5,500



Sub page banner
Column page banner

Size: (300 x 250 pixels)
Price: EGP 3,500



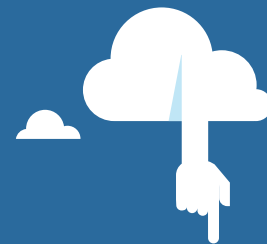
Hero home page banner
Horizontal header page banner

Size: (2000 x 500 pixels)
Price: EGP 5,000



Sliding home page banner
Half page banner

Size: (1000 x 500 pixels)
Price: EGP 4,000



TOTAL PAGE VIEWS
78,065
(March 2021)

65%
Germans

20%
Egyptians

15%
other nationalities



02 Digital Ads



Publications: GAT Magazine

GAT is the official online quarterly magazine of the chamber.

Direct mailing to our members companies as well as business partners, senior executives and decision makers across Egypt, MENA, Germany and Europe.

Each issue focuses on one specific topic and provides useful background information to individual sectors.

Reporting on forthcoming changes in legislation.

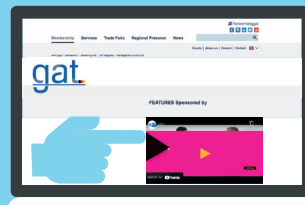
Publishing member success stories and announcements.

Advertising Rates/Quarter



Branding Logo

Resolution: 300 dpi
Price: EGP 3,000



Video ad

Format: mp4
Price: EGP 6,500



Vertical column page banner

Size: 400 x 260 dpi
Price: EGP 3,500



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02 Digital Ads



Publications: Enewsletter

CONNECT ONLINE is the chamber's official E-newsletter published monthly.

Informs our members about the latest internal & external news and events.

Delivered to our members email inboxes.

Publishing member success stories and announcements.

With our publications, we reach a high rate of institutions, associations, as well as, businesses from diverse industries.

Advertising Rates



Cover page banner
Horizontal header page banner

Size: 5 cm (h) x 21 cm (w)
Price: EGP 3,400



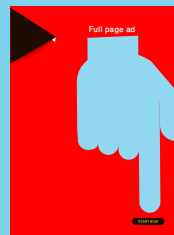
Sub page side banner ad
Vertical side page banner ad

Size: 29.7 cm (h) x 5.6 cm (w)
Price: EGP 2,600



Half page ad
Horizontal header page banner

Size: 14 cm (h) x 14 cm (w)
Price: EGP 4,200



Full page ad
Horizontal header page banner

Size: 29.7 cm (h) x 21 cm (w)
Price: EGP 5,300



51%
of subscribers are in the manufacturing industry

99%
of subscribers are corporates

66%
followers are decision makers

47%
followers are from Germany



02 Digital Ads

Online Discount Booklet:

As a service for our member companies, we would like to offer you the possibility of publishing your discounted prices on your products or services in our yearly online Discount Booklet.

The discounts announced will be enjoyed by our member companies upon showing their Membership card.

Advertising Rates



Sub Page Banner online ad
Column page banner

Size: (300 x 250 pixels)

Price: EGP 2,000

**Up to 20%
discount**



03 Social Media

Promote your company to potential business partners through our social media channels.

Position yourself as a trusted advisor to German companies.

Topics could incorporate your latest product release, services, publications on investment and business growth, industry standards, and more.



Advertising Rates



Post a video ad on our social media channels

Price: EGP 3,000



**Combined follwers
20,840
on all
social media channels**

**18,700
post impressions on
Linkedin**

**66%
followers are decision
makers**

**47%
followers are from
Germany**



04 Webinars

Showcase your expertise to potential clients and business partners through our online webinars.

Benefits of advertising:

- Reach member companies researching a variety of topics pertaining to your business.
- Present your expertise and position yourself as a trusted advisor to German and Egyptian companies
- Get in direct contact with potential new clients
- Corporate logo will be placed on our event registration form
- Corporate logo will be placed on our social media post
- Corporate logo will be placed on our confirmation email
- Corporate logo will be placed on our teams meeting backdrop

Advertising Rates



Post your brand logo on our online webinars

Price: EGP 12,000

**ask for customised packages*

200
webinars

150
events
& workshops



05 Marketing Consultancy

Our in-house creative team can create and implement cutting-edge videos and promotional materials to support your company/services. Try us!

Video Creation

We can create and implement for you outstanding videos to promote your company/services.

Designing Promotional Materials

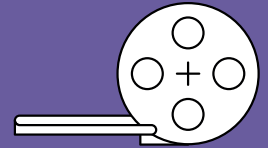
We can create for your business outstanding attention-grabbing ideas and implement conceptual campaigns designed to stand apart from your competitors.

Advertising Rates



The fastest growing businesses are scaling with creative ads.

Rates are customised according to members needs and budget.



- Brochures
- Flyers
- Conference materials
- Display materials
- Social media posts
- Customised video campaigns

