



# Media Kit

German-New Zealand Chamber of Commerce Inc.



Repräsentanz der  
Deutschen Wirtschaft  
German-New Zealand  
Chamber of Commerce Inc.

 PartnerForNewZealand  
[germantrade.co.nz](http://germantrade.co.nz)

# About

The German-New Zealand Chamber of Commerce (GNZCC) is uniquely positioned to help businesses and individuals through a highly competitive market. The Chamber's media platform is diverse and available to members and non-members.

## Media Portfolio



Bilingual Website



LinkedIn Group



New Zealand-German  
Business Guide



Facebook Page



Digital Newsletters

German-New Zealand Chamber of Commerce  
PREMIUM PARTNERS





# Key Statistics

About the GNZCC network



**140+**

Offices Worldwide

**4 Mio+**

Members only in Germany



**140+**

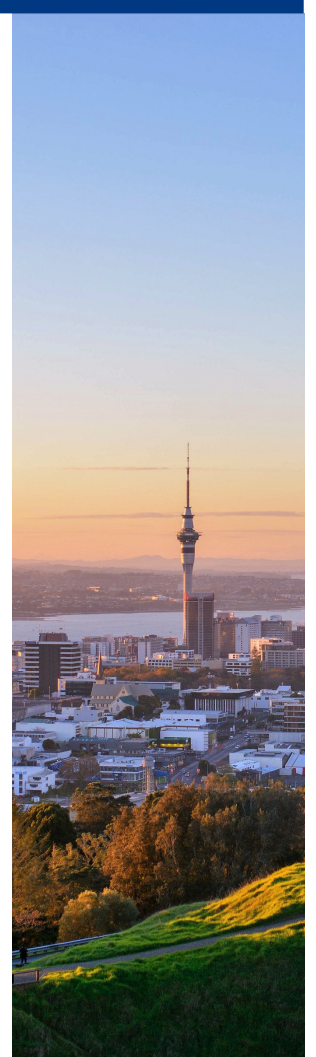
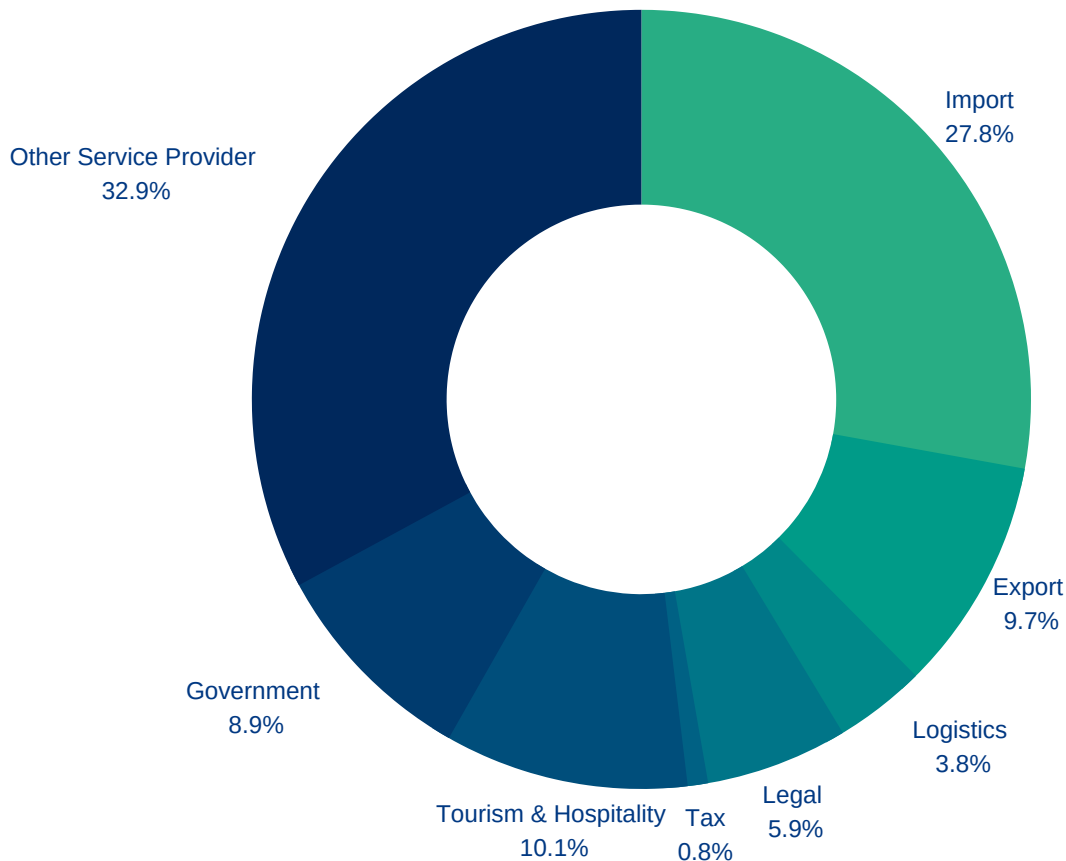
GNZCC Young Professionals



**260+**

Total GNZCC Members

## GNZCC Member Trade Sectors



# Audience Reach

## E-Newsletters



38.2%

Open Rate +1000 Recipients  
GNZCC Members & Chambers

32.7%

Open Rate 1000 - 2000 Recipients  
GNZCC Snapshot

32.2%

Open Rate +1000 Recipients  
GNZCC HR Insights

## Social Media



1100+

FOLLOWERS



180+

FOLLOWERS

16,300 On all posts impressions

1,000 Average post impressions



# Print Media

## Double the Vision

The German-New Zealand Business Guide Double the Vision (DTV) highlights the business and trade interaction between both countries and includes the annual membership directory. DTV is a hard copy magazine with an E-Version available online, sent to around 2000 readers.



## About our DTV Readers

As representatives of the German economy in New Zealand, we are the link between politicians, institutions and decision-makers of both countries. With our publications, we reach a high rate of institutions and association, as well as businesses from diverse industries. Over 2000 readers receive a hard copy of DTV.

### PREMIUM PARTNERS



**Schenker (NZ) Ltd**  
Auckland  
Mark Hodges  
+64 9 255 2800  
www.dbschenker.co.nz  
DB Schenker supports in the global exchange of goods: inland transport, air and ocean freight, contract logistics and supply chain.



**Hesketh Henry**  
Auckland  
Erich Bachmann  
+64 9 375 8700  
www.heskethhenry.co.nz  
Hesketh Henry is a full service commercial law firm with specific expertise in mergers and acquisitions, foreign investment, business contracts, joint ventures, intellectual property, commercial property, employment law, insurance, construction, trusts and civil litigation.

### EXECUTIVE PARTNERS



**European Motor Distributors**  
Auckland  
Dean Sheed  
+64 9 360 2911  
www.porsche.co.nz;  
www.audi.co.nz  
Distributor of Volkswagen, Audi, Skoda and Porsche automobiles.



**ATPI Business World Travel**  
Auckland  
Grant Bevin  
+64 9 529 3700  
www.bwt.co.nz  
Travel Agency with focused approach to develop a strategic travel management programme & policy.



**DHL Global Forwarding (NZ) Ltd**

**Study Nelson Ltd**  
Nelson  
Birgit Neumann  
+64 3 546 6338  
www.studynelson.com;  
www.familienauszeit-neuseeland.com  
We offer unique high school and gap year experiences in New Zealand for students from German speaking countries as well as youth holiday tours. We also offer support for family sabbaticals and organize generation 50+ programmes.

**Syft Technologies Ltd**  
Christchurch  
Doug Hastie  
+64 3 338 6701  
www.syft.com  
Syft Technologies designs and manufactures revolutionary direct mass spectrometry instrumentation (SIFT-MS) that enables detection of virtually all gaseous chemicals at ultra-trace concentrations within seconds.

**T&G Global Ltd**  
Auckland  
Bastian von Streit  
+64 9 573 8700  
www.tandg.global  
New Zealand's leading distributor, marketer and exporter of premium fresh produce including pipfruit, tomatoes, grapes and citrus.



**Tilley Group Ltd**  
Wellington  
Rory Bremner  
+64 4 387 7009  
tilleygroup.co.nz  
Tilley Group Ltd, est 1921. Multi-disciplined contract manufacturer that specialises in the laser cutting, punching and forming of sheet metal components & products. International agents and licenced manufacturers.

**TIME UnLtd Tours**  
Auckland  
Néill Sperath  
+64 9 846 3469  
www.newzealandtours.travel  
TIME UnLtd Tours provides luxury tours around Auckland and New Zealand in top-end Mercedes vehicles: Auckland Tours, Auckland Maori Tours, Guided Wilderness Walks, Shore Excursions plus Private Tours of Auckland and Aotearoa / New Zealand.

**Trabert Engineering**  
Munich  
Gerhard Trabert  
+49 89 344 338  
Trabert Engineering is specialised in Mechanical Engineering and based in Munich.



**European Motor Distributors**  
Auckland  
Greg Leat  
+64 9 360 2911  
www.volkswagen.co.nz  
Distributor of Volkswagen, Audi, Skoda and Porsche cars and commercial vehicles.

**Von Seelstrang & Partner**  
Muenchen  
Mario von Seelstrang  
+49 89 17113217  
www.vonseelstrang-partner.de/en/  
Law company for German-Australian inheritance law, commercial and corporate law, taxation and employment law.



**Wallenius Wilhelmsen Ocean AS**  
Auckland  
Richard Chu  
+64 9 926 5780  
www.2wglobal.com  
Wallenius Wilhelmsen Logistics delivers innovative and sustainable global shipping and logistics solutions for manufacturers of cars, trucks, heavy equipment and

# GNZCC E-Newsletters

Our E-Newsletters inform about the latest internal & external news and is delivered free to over 1000 subscribers' inboxes once a month. Every fourth edition is German and distributed to our German readership. We reach out to a variety of industries. Our GNZCC Snapshot Newsletter is received by Industry Sector such as Import/Export, Tech Sector, Agriculture etc.

## READERSHIP

### GNZCC Snapshot

GNZCC Snapshot is the Chamber's industry-oriented newsletter, distributed seven times per annum. Readership numbers are Industry dependent.

4000+

### GNZCC Member & Chamber

GNZCC Member & Chamber is for our Members, and distributed bi-monthly, and features content from Members, and also the Chamber.

1000 +

### GNZCC Kia Ora

GNZCC Kia Ora is distributed 4 times a year to our German readership, and features the latest New Zealand news.

400 +

### GNZCC HR Insights

GNZCC HR insights is a bi-monthly newsletter that informs our Chamber members about with up to date news in the field of Employment Law, and relevant sector topics.

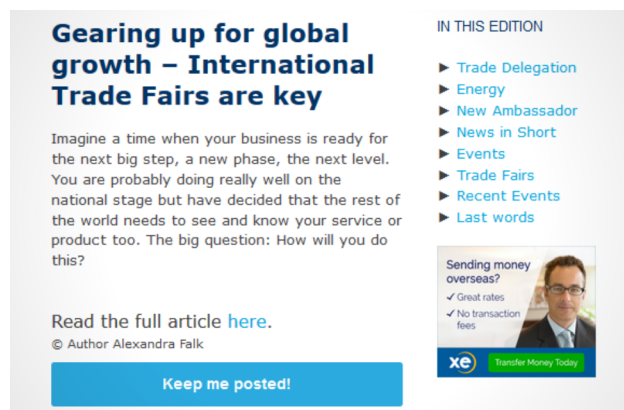
1000 +

# GNZCC E-Newsletter Advertising

## SIDE BANNER

Rate includes:

- Variety of options
- Different sizes, positions
- Standard Size 300 x 250 pixels
- Priced from \$250.00



**Gearing up for global growth – International Trade Fairs are key**

Imagine a time when your business is ready for the next big step, a new phase, the next level. You are probably doing really well on the national stage but have decided that the rest of the world needs to see and know your service or product too. The big question: How will you do this?

Read the full article [here](#).  
© Author Alexandra Falk

**Keep me posted!**

**IN THIS EDITION**

- ▶ Trade Delegation
- ▶ Energy
- ▶ New Ambassador
- ▶ News in Short
- ▶ Events
- ▶ Trade Fairs
- ▶ Recent Events
- ▶ Last words

**Sending money overseas?**  
✓ Great rates  
✓ No transaction fees

**xe** Transfer Money Today

## BANNER ADVERTISEMENT

Options:

- e.g. company description and logo
- video section
- Price from \$200.00
- Standard banner advert size is 600 x 200 pixels



**ATPI** Business World Travel is now ATPI New Zealand

**We create travel experiences to drive your business success.**  
Contact the GNZCC travel experts now to receive exclusive member airfares, or if you are reviewing your company travel provider, we'd like to hear from you.  
P 09 529 3700 E Grant.Bevin@atpi.com



**A bit of Deutschland in New Zealand.**

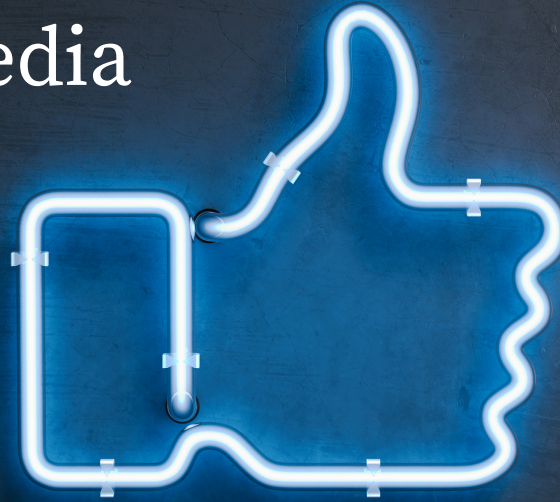
VTNZ is powered by DEKRA, the world leaders in safety. With over 80 branches nationwide, we'll keep you road ready.

Visit [vtznz.co.nz](http://vtznz.co.nz)

**vtznz**  
A DEKRA COMPANY



# Social Media



1100+  
FOLLOWERS



180+  
FOLLOWERS

16.3 K IMPRESSIONS

170 + LIKES

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We use LinkedIn to promote events, share industry updates, member news and welcome new members to our GNZCC community.

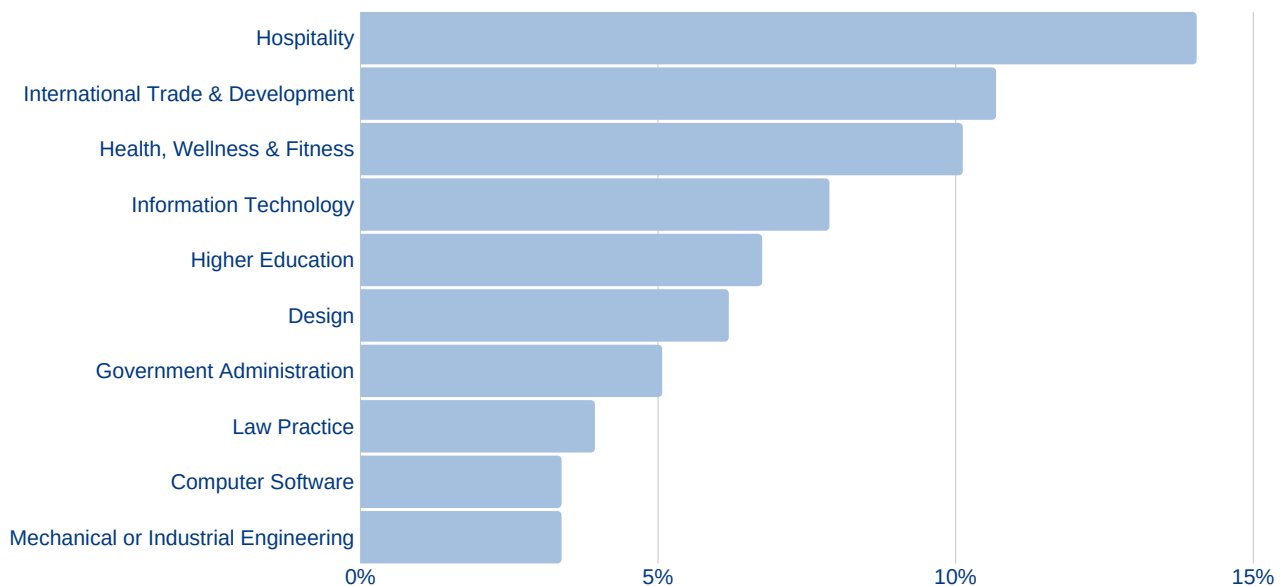
We promote GNZCC and GNZCC partner events on our Facebook page, which is recently established. The number of followers and visitors are increasing steadily.

# LinkedIn

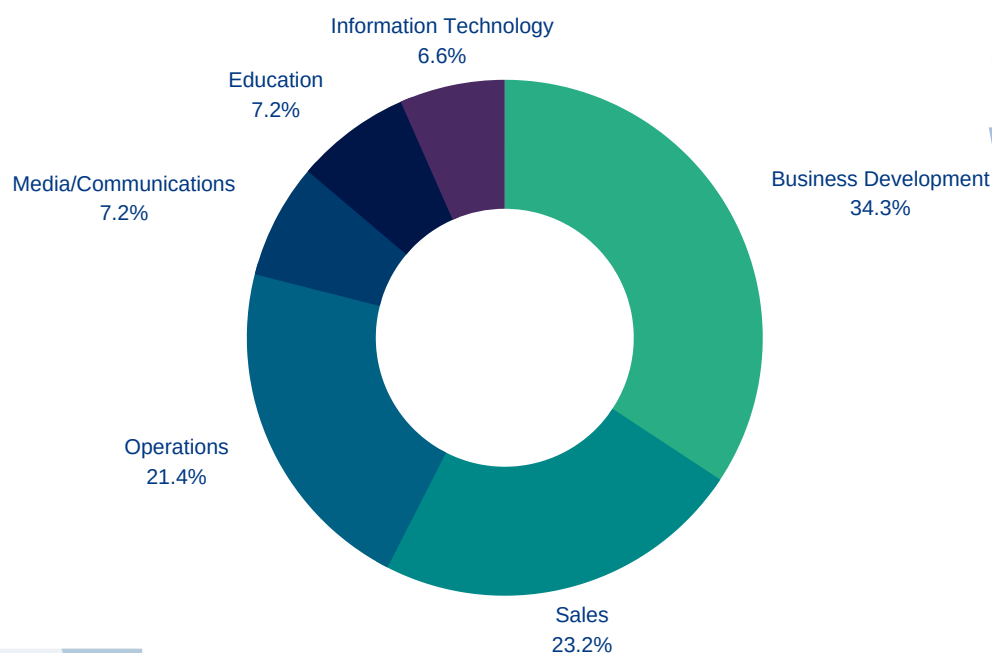


## Our Visitors

Though our LinkedIn page, we are able to reach out to a variety of visitors and followers from Germany and mostly New Zealand. Most of our page visitors are working on Director, Senior or Entry level (LinkedIn Statistics, October 2019). The GNZCC presence on LinkedIn combines over 6,000 followers.



## Job Functions and Location Analysis as at May 2020



AUCKLAND  
COLOGNE  
WELLINGTON  
BERLIN  
LONDON  
FRANKFURT  
BAY OF PLENTY  
TORONTO

# GNZCC Website

## Our Visitors



Our bilingual website is the number one access point for GNZCC stakeholders. As the German representation in New Zealand, we inform about our Services, Events, Trade Fairs, Career options in New Zealand, Member News and Partnerships with the GNZCC.

TOTAL PAGE VIEWS

8,200

April 2020

## Our Career Platform



On our career platform we upload positions and internships from companies. Applicants can upload their CVs on our Job portal as well. Find your next employee and employer with the GNZCC.

GNZCC Member Portal

Applicant Job Portal



# Advertising Rates

## GNZCC Website Advertising Options



### LEADERBOARD

- Horizontal header page banner
- (728 x 90 pixels)
- \$3000.00 per annum



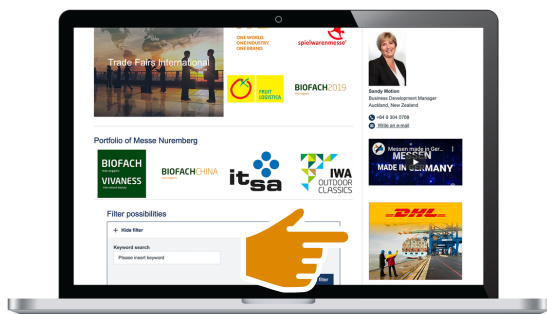
### HERO SLIDER

- Home page slider banner
- (380 x 220 pixels)
- \$500.00 per 6 weeks



### SKYSCRAPER

- Vertical column page banner
- Main page only
- (160 x 600 pixels)
- \$1800.00 per annum



### SUB PAGE BANNER

- Horizontal column page banner
- Sub page only
- (300 x 250 pixels)
- \$600.00 per annum

# Advertising Specifications

## Technical Specifications

### WEBSITE

- Acceptable file formats: GIF, JPEG  
Animated GIF or Adobe Flash SWF  
(including back up GIF or JPEG)

### NEWSLETTER

- Acceptable file formats: GIF, JPEG

## TERMS AND CONDITIONS

- Effective December 2019
- All creative due 5 working days, prior to live date
- Rates are in New Zealand dollars and exclusive of GST
- Rates are for standard formats only
- Please contact us for prices on nonstandard ad formats



## Contact



### **ADVERTISING SALES & QUERIES;**

**Sandy Motion**

**Business Development Manager**

smotion@germantrade.co.nz

+64 21 883 630



### **ALL OTHER QUERIES;**

**Julia Hahn**

**Communication Manager**

jhahn@germantrade.co.nz

+64 9 304 0704