German Chamber

Ticker

MEDIA DATA 2020

Grow your
Business with us

The German Chamber Ticker is the German Chamber of Commerce's free quarterly business magazine published throughout mainland China. The cover stories and industry reports provide high-quality editorial coverage of the latest economic and social trends to the German and international business community. German Chamber Ticker is available online, through the Chamber's WeChat channel, as well as being distributed to more than 2,500 member companies of the German Chamber of Commerce in China and its partners. It is the ideal way to reach executives and senior decision makers, along with business centers, airlines, restaurants and hotels, as well as other important stakeholders of the Sino-German business community. With our flexible advertising options both small and large businesses have access to our international readership of senior executives and high-level professionals in German and international companies.

DISTRIBUTION

German Chamber Ticker has total circulation of around 14,500 printed copies, distributed by direct mail with 6,500 copies delivered to senior executives and decision makers across China. Around 6,000 copies are additionally displayed at hundreds of Chamber events and key locations throughout Beijing, Tianjin, Shanghai, Hangzhou, Suzhou and South & Southwest China on a regular basis. Furthermore, around 2,000 copies of each German Chamber Ticker issue can be found on Lufthansa flights from China to Germany.

ONLINE PRESENCE

The full version of the magazine, with all articles, interviews, extended features and much more can be read online and downloaded from the German Chamber website:
www. china.ahk.de/membership/chamber-publications/german-chamber-ticker/

GC TICKER ON WECHAT:

Content can also be read on the German Chambers' WeChat account!

READERSHIP

Although focusing on readers from our member companies as well as the German community, German Chamber Ticker is equally popular among the international and local community with official and informal ties to the work of the Chamber. At a total circulation of its printed version of around 16,500 copies as well as the frequent monthly downloads of its online version and through WeChat, each issue reaches over 26,000 readers.

KEY FACTS

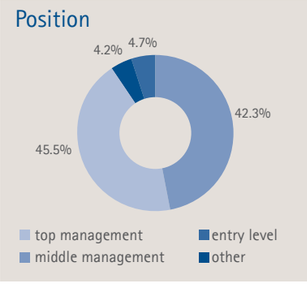
Publication Period: Quarterly
Language: English
Print run: Around 14,500, mainland China
Pages: 90+
Price: Free of charge
Readership: Over 26,000
Distribution: Direct mailing, website (2,500 downloads per month), WeChat, Lufthansa flights and in selected locations and outlets in Shanghai

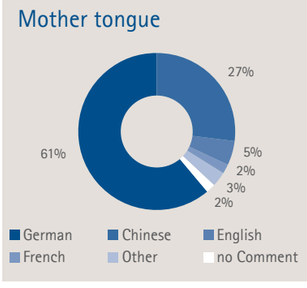
READERSHIP & CIRCULATION

Readership: over 26,000
Print Run: 14,500

TECHNICAL REQUIREMENTS

Colour Code	CMYK color
File Format	jpg, tif or pdf
Min. Resolution	300 dpi





2020 SUBMISSION SCHEDULE

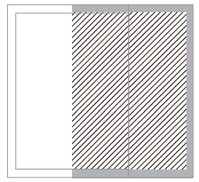
Cover stories and ad booking deadlines for the upcoming editions

Issue	Cover Story	Industry Report	Ad Booking Deadline
1 | Spring 2020 (March-May)	Factory of the Future	Aviation	February 10th
2 | Summer 2020 (June-August)	Transformation of HR	Financial Sector	May 1st
3 | Autumn 2020 (September-November)	Automotive/Mobility	Chemical	July 31st
4 | Winter 2020 (December-February)	Innovation Ecosystems and Digital Transformation	Retail	November 6th

SPECIAL ADVERTISEMENT FORMATS 2020:

"In Person Interview" full page or advertorial full page & Wechat top post package

FOLD OUT AD FORMAT:

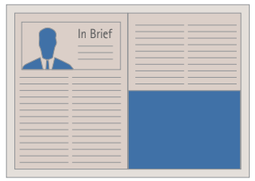


Fold out ad format 1 page

INTERVIEW AND ADVERT FORMAT – IN PERSON INTERVIEWS:

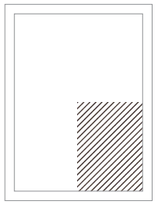
Full page interview with adjacent full page ad (spread)

Half page interview with adjacent half page ad (1 page)



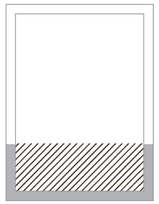
1.5 pages interview with 1/2 page ad (spread)

AD DIMENSIONS AND FILE REQUIREMENTS



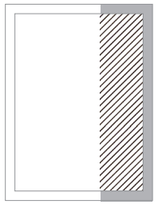
1/4 Page – Vertical

87 x 117.5 mm



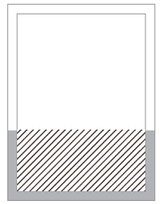
1/4 Page – Horizontal

Option 1: 178 x 56.7 mm
Option 2: 210 x 73.7 mm (+ 3mm bleed)



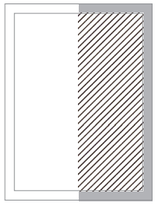
1/3 Page – Vertical

Option 1: 56.7 x 247 mm
Option 2: 73.7 x 285 mm (+ 3mm bleed)



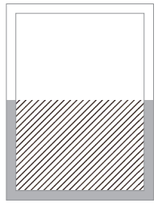
1/3 Page – Horizontal

Option 1: 178 x 77 mm
Option 2: 210 x 94 mm (+ 3mm bleed)



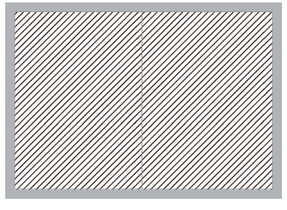
1/2 Page – Vertical

Option 1: 87 x 247 mm
Option 2: 104 x 285 mm (+ 3mm bleed)



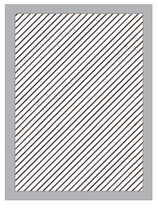
1/2 Page – Horizontal

Option 1: 178 x 117.5 mm
Option 2: 210 x 137.5 mm (+ 3mm bleed)



Spread

Option 1: 386 x 247 mm
Option 2: 420 x 285 mm (+ 3mm bleed)



Full Page

Option 1: 178 x 247 mm
Option 2: 210 x 285 mm (+ 3mm bleed)

Option 1= Option 2=

FOR MORE INFORMATION PLEASE CONTACT

In order to get your membership rate please contact your respective Chamber office:

North China
Ms. Johanna Heinzmann
Senior Project Manager
T. 010 6539 6664
E. heinzmann.johanna@bj.china.ahk.de

Shanghai & Neighboring Provinces
Ms. Chen Ting
Sales & Marketing Manager
T. 021 3858 5237
E. chen.ting@sh.china.ahk.de

South & Southwest China
Ms. Suzanne Su
Senior Event and Marketing Manager
T. 020 8755 2353
E. su.suzanne@gz.china.ahk.de

BENEFITS OF ADVERTISING IN GERMAN CHAMBER TICKER:

- **Exposure –** With our sizeable readership your advert will have direct access to more than 2,500 member companies and all other interested partners and stakeholders of the Sino-German business community in mainland China.
- **Information –** Share the latest updates on company and business news and keep our readers informed on what is going on in your industry.
- **Brand Promotion –** Increase the visibility of your products and services among our large readership.
- **Focus –** Each issue has a specific cover story, so that you can decide to place an ad when it is most relevant to the promotion of your company.
- **Flexibility –** Our flexible and affordable advertising options enable you to find the perfect way to address our international readership of senior executives and high level professionals in German and international companies.

AD RATES 2020 (IN RMB)

Red = Member Price (-10%)

	Placement	1x	Yearly placement discount
New!	Advertorial Spread * **	36,900	132,840
		33,210	119,556
New!	Advertorial Full Page * **	19,200	69,120
		17,280	62,208
	Spread	34,800	125,460
		31,320	112,914
New!	Full Page with Fold out Page	34,800	125,460
		31,320	112,914
	Full Page	16,640	65,280
		14,976	58,752
	1/2 (H/V)	9,855	37,230
		8,869.5	33,507
	1/3 (H/V)	7,695	29,070
		6,925.5	26,163
	1/4 (H/V)	5400	20,400
		4,860	18,360
	"In person" Interview	34,800	125,280
	& Advert Spread	31,320	112,752
	"In person" Interview	16,640	65,280
	& Ad Page	14,976	58,752
	New Members' Logo Display	1,800	

	In Person Interview or advertorial & WeChat top post	1x	Yearly placement discount
New!	In Person full page +	18,700	67,320
	WeChat top post	17,000	61,200
New!	Advertorial full page +	21,150	76,140
	WeChat top post	19,230	69,228
New!	1.5 pages "in person"	36,530	131,508
	Interview & 1/2 page ad	33,210	119,556

Preferential Placement	1x	Yearly placement discount
Back Cover	25,920	97,920
	23,328	88,128
Inside Front Cover	21,600	81,600
	19,440	73,440
Inside Back Cover	20,520	77,520
	18,468	69,768
Page next to	19,845	74,970
Inside Back Cover	17,861	67,473
Page before/after preface and	19,845	74,970
page after contents page	17,861	67,473

Cover Sticker

Inserts:

Available insert sizes: A4, A5, A6

Distribution: Regional (North China, Shanghai or South & Southwest China) or all mainland China. Prices for inserts on demand. For more information, please contact your respective Chamber office.

For additional advertisement formats such as cover stickers or online-offline combos, please contact your respective Chamber office.

** Advertorials have to be submitted at least 14 days before regular ad deadline*

*** Enhance your brand visibility with featured interviews or sponsored company presentations in our advertorial format - for more details please contact the editorial team*

PLEASE NOTE

All rates are subject to tax. Frequency discounts apply for advance payment of the entire package only.
For Terms of Business, refer to the standard advertising contract of your respective regional Chamber office in North China, Shanghai and South & Southwest China.