



# GACC MIDWEST Media Kit 2022

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

**3.6** million  
enterprises in Germany

**14** US states  
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 2022



## Thought Leadership

- GACC Midwest Report
- German American Trade Magazine
- Industry Publications
- Digital White Paper Center



## Online Advertising

- GACC Midwest Website
- Newsletters
- Social Media
- Webinars
- Online Membership Directory

*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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# Thought Leadership

Publication Opportunities 2022



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## PUBLICATIONS

# GACC Midwest Report

### *Print & Digital*

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

#### Distribution

- 1,000 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 the GACC Midwest website (20,000 page views per month)
- Featured in our e-newsletters (5,000+ subscribers) and on social media (9,000+ followers)

#### Publishing date

January 5, 2023

#### Closing date for ad material

October 31, 2022



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## PUBLICATIONS

# Industry Publications

### *Print & Digital*

Our industry publications allow you to share your expertise with 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**

#### Reach

- Targeted distribution to partners and stakeholders at personal meetings or events
- PDF download on the GACC Midwest website
- Featured in our e-newsletters (5,000+ subscribers) and on social media (9,000+ followers)

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

#### Planned for 2022

Mergers & Acquisitions for  
German Companies in the US



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SPECS & PRICING

# Industry Publications & GACC Midwest Report



2 PAGE SPREAD	
Advertorial*	\$ 1950
Width x Height	14.5"x9.3"
Format	PDF, EPS, PNG
Color Mode	CMYK



1 PAGE	
Advertorial*	\$ 1650
Advertisement	\$ 1950
Width x Height	7.25"x9.3"
Format	PDF, EPS, PNG
Color Mode	CMYK



1 / 2 PAGE	
1/2- Page Advertisement	\$ 1150
Width x Height	7.25"x4.6"
Format	PDF, EPS, PNG
Color Mode	CMYK

**PREMIUM PLACEMENT**

Inside Front Cover	\$ 3500
Inside Back Cover	\$ 3500
Outside Back Cover	\$ 4500

\*An advertisement written in the form of an objective editorial, presented in a printed publication, and designed to look like a legitimate and independent news article. Please see previous reports for examples.



# PUBLICATIONS

# German American

# Trade Magazine

## *Print & Digital*

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 (5000+ followers)

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



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SPECS & PRICING

# German American Trade Magazine



1 PAGE	
Advertisement	\$ 3,330*
Width x Height	8 1/8" x 10 7/8"
Format	PDF, EPS, PNG
Color Mode	CMYK



1 / 2 PAGE	
1/2- Page Advertisement	\$ 1,450*
Width x Height	8 1/8" x 5 7/16"
Format	PDF, EPS, PNG
Color Mode	CMYK



1 / 3 PAGE	
1 Issue	\$ 850
4 Issues	\$ 3,000
Width x Height	2 11/16" x 10 7/8"
Format	PDF, EPS, PNG
Color Mode	CMYK

**PREMIUM PLACEMENT**

Cover Page & 4 Page Editorial	\$ 6,000*	Inside Front Cover	\$ 3,675*
Outside Back Cover	\$ 3,800*	Inside Back Cover	\$ 3,600*

**GAT MAGAZINE 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

# GRAPHIC DESIGN SERVICES

# Advertisements

## Print & Digital

### Design Matters:

Your brand is the face of your company: It makes an immediate statement to your clients and partners about who you are and what you do. GACC Midwest wants to ensure your target audience loves what you're saying and understands your messaging, no matter where they encounter your brand.

Our expert graphic designers would be happy to design an ad for your company in any of our publications. **Contact us today for a quote.**



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**WE CREATE SMART FACTORIES**

Celebrating 40 years of excellent business decisions.

**WE OFFER SOLUTIONS TO YOUR MANUFACTURING PROBLEMS.**

As a leader in manufacturing, are you getting the data and controls you need to make the best decisions for your company?

**mpcw**  
WE CREATE SMART FACTORIES

**CERTIFIED PUBLIC ACCOUNTANTS**

Providing over 30 years of professional services as the **tax, accounting, and auditing firm** for American subsidiaries of small and medium-sized German companies.

**OUR SERVICES**

- Bookkeeping
- Payroll Services
- Tax Compliance for Corporations, Individuals, and Expatriates
- Multi-State Sales and Use Tax Consulting
- Financial Statements Compilation Assistance
- Annual Audits of Financial Statement (US GAAP, HGB, IFRS)
- Due Diligence Services

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# Increase Your Visibility Online

GACC Midwest Website and Newsletters



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# GACC MIDWEST WEBSITE Homepage Banner *Digital*

Grow your brand awareness with a website banner on the GACC Midwest homepage.

## 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



WEBSITE BANNER		BUNDLE DEAL	
		<b>Website Banner &amp; Executive Update Banner</b>	
3 months	\$ 1,550	3 months/editions	\$2,950
6 months	\$ 3,000	6 months/editions	\$4,550
12 months	\$ 5,000	12 months/editions	\$6,950
Width x Height	728x90px		



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## GACC MIDWEST WEBSITE

# White Paper Center

### Digital

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
- Your white paper will be shared on the GACC Midwest LinkedIn channel for additional visibility



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#### Circulation and page visits

- 20,000 page views per month
- Featured in our Executive Update newsletter (5,000+ subscribers) and on social media (+9,000 followers)

#### Closing date for ad material

7 business days before submission

#### Publishing date

Year-round (Your white paper will be on our website for 12 months)



#### WHITE PAPER

Content is provided and formatted by your company. GACC Midwest hosts the white paper on our website in PDF format.

12 months	\$500
Format	PDF
Color Mode	RGB

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# GACC MIDWEST WEBSITE

## Membership Directory

### Digital

Boost your Membership Directory visibility and connect directly with potential business partners within our German-American network with a Premium Profile. Upgrade and receive one Banner Ad free!

#### Distribution:

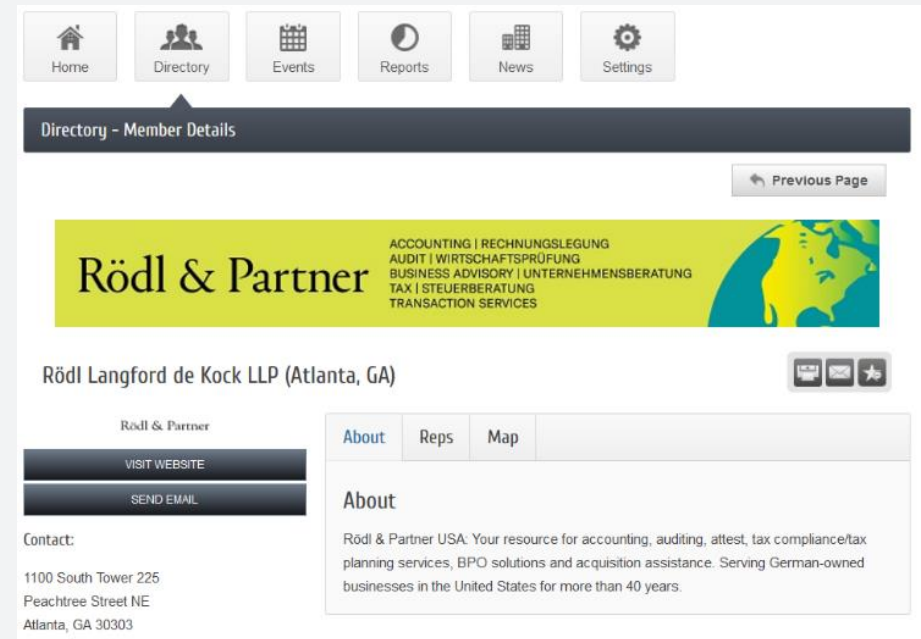
Key decision-makers in government and industry across the US and Germany use the Membership Directory throughout the year

#### Format:

Online Premium Profile + Banner Ad Publishing

#### Duration:

Full year (12 months) after submission



#### PREMIUM PROFILE

\$ 500

Company description max. 300 words

Company logo 600x600; JPG/PNG

Banner Ad 700x92; JPG/PNG



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# NEWSLETTER

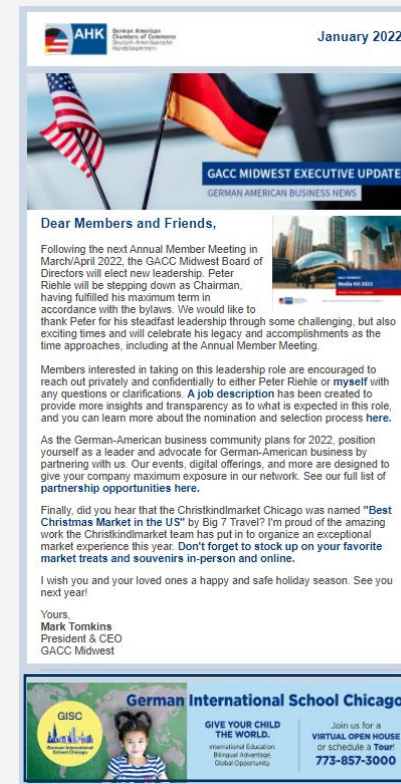
# Executive Update

## Digital

Our newsletter reaches top-level management in the German-American business community on both sides of the Atlantic, including multi-national 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 of 5000+ subscribers



BANNER	
1 edition	\$ 1,000
3 editions	\$ 2,500
6 editions	\$ 4,000
Width x Height	720x185px

LOGO PLACEMENT	
3 editions	\$ 1,000
6 editions	\$ 2,500
12 editions	\$ 4,000
Resolution	min. 300 dpi





# Grow Your Social Media Presence

GACC Midwest Social Media Campaigns



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## SOCIAL MEDIA

# Organic Posts

Share your latest product releases, services, events, white papers, and more to our 9000+ social media followers in the US and Germany.

### Benefits of social media cross 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

**GACC Midwest Followers:** 9,000+

**Publishing date:** Year-round

**Deliverables due:** 7 business days before post is published



GACC Midwest - German American Chamber of Commerce of t...

6,029 followers

1w • 🌐

Join the [German International School Chicago](#) for an in-person open house on Saturday, December 11 from 10am-12pm! Interested parents will have an opportunity to learn about the cognitive benefits of [#bilingualism](#) in children, as well as the school's unique approach to the International Baccalaureate curriculum. Come see how a GISC education can help your student become a creative, well-rounded [#GlobalCitizen](#), right in the heart of Chicago: <https://bit.ly/3rMz77r>

[#GISChicago](#) [#OpenHouse](#) [#IBWorldSchool](#)

Andrew Humphrey



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## SOCIAL MEDIA

# LinkedIn Ad Campaigns

Want to give your content that extra push? Work with our marketing experts to set up a LinkedIn Ad Campaign and reach a specially tailored audience of LinkedIn users. Content that is boosted as part of a LinkedIn Ad Campaign delivers measurable results and gets the word out about your company to thousands of LinkedIn users.

### Benefits of LinkedIn advertising:

- Get your message out to a hyper-specific target group under the recognizable GACC Midwest brand
- Campaigns can be optimized for brand awareness, event registrations, website visits, and more
- We'll track your campaign results and deliver them to you in an easy-to-read format

## WHY LINKEDIN?

LinkedIn is the world's largest professional network:

- 750 million+ members worldwide
- 25% of users are in the US
- #1 in B2B lead generation
- 80% are decision makers in their companies



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# Your Contacts



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