



German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern

GACC NY MEDIA KIT



## ABOUT US

The German American Chamber of Commerce, Inc. in New York has promoted commerce between Germany and the U.S. for over 70 years. During this time, we have established ourselves as a trusted service provider and a reliable partner in German-American business inquiries.

Our strong business network allows us to be a competent and impartial partner when it comes to your business. Our main office is located in New York with chapters in Philadelphia and Pittsburgh.



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## OUR AUDIENCE

Our readers and users represent top-level managers from the German-American business community.

Through print and online communication channels as well as various networking events, we bring companies and individuals together to foster business relations with one mission: To strengthen the transatlantic business ties and to write German-American success stories.

950+

Member Companies  
across all industries

## OUR MEDIA OUTLETS

GERMAN AMERICAN TRADE (GAT)  
MAGAZINE

SOCIAL MEDIA CHANNELS

WEBSITE

MONTHLY NEWSLETTER  
WEEKLY EVENTS NEWSLETTER



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## PRINT

### GERMAN AMERICAN TRADE (GAT) MAGAZINE

In cooperation with GACC Midwest/GACC South, the GACC NY creates a quarterly publication called “German American Trade Magazine (GAT) which is dedicated to foster the economic relations between the United States and Germany.

The magazine offers myriad opportunities for member organizations to share industry trends and business insights within the nationwide chamber network.

**CIRCULATION:** 2,000 Copies (8-10 readers per copy)

PDF download on all chamber websites (8,500 downloads per year)

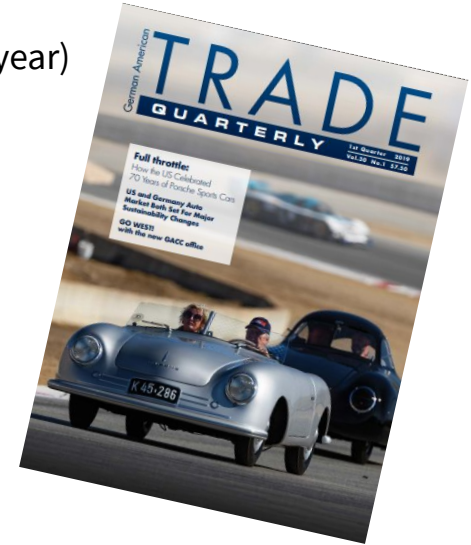
35,000 unique visitors/month

**PUBLICATION:** Quarterly (January, April, July, October)

**FORMAT:** 8 1/8” x 10 7/8” (206 mm x 276 mm)

**BLEED SIZE:** 8 3/8” x 11.25”

**PRINT/BINDING:** Offset / Saddle Stitch



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**GERMAN AMERICAN TRADE (GAT) MAGAZINE**

<b>FULL PAGE AD</b>	<b>1/2 PAGE AD</b>	<b>COVER STORY</b>	<b>FRONT COVER INSIDE</b>	<b>BACK COVER INSIDE</b>	<b>BACK COVER</b>
<b>SINGLE AD \$3,330*</b>	<b>SINGLE AD \$1,450*</b>	<b>COVER PAGE + 4 PAGE EDITORIAL  \$6,000</b>	<b>SINGLE AD \$3,675*</b>	<b>SINGLE AD \$3,600*</b>	<b>SINGLE AD \$3,800*</b>

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



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PRINT

## GACC NY MONTHLY NEWSLETTER

The GACC NY monthly newsletter is distributed among its business network and reaches close to 5,000 recipients. The Newsletter informs about trends and challenges with a transatlantic focus and provides you with the perfect opportunity to gain visibility with a banner ad

**DISTRIBUTION:** Approx. 5,000 recipients

**OPEN RATE:** Approx. 29%

INFORMATION		
	6 editions	12 editions
Newsletter logo placement	\$2,000	\$3,500
+ Editorial content (1 issue)	\$ 1,500	



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Digital

## White Paper

Our database presents White Papers from established experts on industry trends, market entry USA, expansion, taxes and finance, as well as other topics relevant for the German-American business community. Please contact our team to become a thought leader for our network and submit your White Paper.

**PLACEMENT:** GACC NY website + GACC NY monthly newsletter

INFORMATION		
	1 submission	2 submissions
Member contribution	\$1,500	\$2,500
Individual (non-member) contribution	\$2,300	\$3,700



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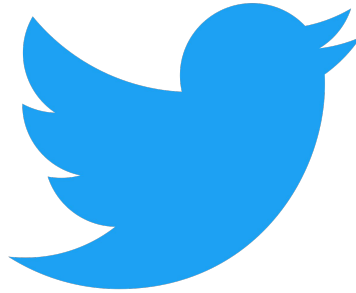


## GACC NY SOCIAL MEDIA CHANNELS



**@German American Chamber of  
Commerce, Inc.**

<b>10,000+</b>	Followers
<b>20,200</b>	Avg. post impressions
<b>249</b>	Avg. new followers / month



**@GACC New York**

<b>2,000+</b>	Followers
<b>3,239</b>	Tweets



**@gaccnewyork**

<b>926</b>	Followers
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# Contact

**Contact us today to inquire about media opportunities to increase your visibility in our network. We'd be happy to customize any packages.**

**James Freeman**

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## Website:

[www.gaccny.com/en/media](http://www.gaccny.com/en/media)

## Monthly newsletter

[www.gaccny.com/en/media/newsletter](http://www.gaccny.com/en/media/newsletter)

## Social Media



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**#GACC New York**



**@gaccnewyork**



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