

MEDIA KIT 

# GW *GERMAN WORLD*

YOUR SOURCE OF INFORMATION FOR ALL THINGS AUSTRIAN, GERMAN AND SWISS IN THE US.  
BILINGUAL. PRINT. DIGITAL.

**720,000+**   
Annual Visits

**40,000+**   
Magazine Readers

**16,000+**   
Facebook Likes

**15,000+**   
Email Outreach

**2,000+**   
Twitter Followers

**15** Years   
in Business

**12**   
GW eNews Editions

**4** Magazine   
Editions/Year

Welcome to **GERMAN WORLD** - the premier bilingual German-English lifestyle and entertainment media platform in the U.S.

It is our mission to promote German, Austrian and Swiss culture in the U.S., inform our audience about interesting German/Austrian/Swiss-American businesses, personalities, products and events, interconnect the various Germanic communities in the U.S. on a national level, and foster German as a foreign language.

**GERMAN WORLD** reaches a very desirable consumer group characterized by high level of income and education as well as a considerable emotional affinity for products and services from Germany, Austria, and Switzerland.

**GERMAN WORLD** offers special advertising opportunities to businesses that are interested in connecting with the German, Austrian, or Swiss community in order to:

- Target a highly desirable and loyal consumer segment
- Build an emotional connection to their brands, products and services
- Increase consumer affinity and repeat business
- Enhance their corporate and brand image and reinforce their values and roots

We thank you very much for your interest and hope to welcome you soon among our circle of clients.

Sincerely,

*Petra Schürmann*

Founder & Publisher



## ▶ WHAT WE OFFER

### GW Magazine

- Quarterly, bilingual English-German periodical (print & digital version)

### GW E-News

- Monthly, English-language electronic newsletter

### E-Mail Marketing

- Customized E-mail and marketing campaigns

### Web Portal

- The website [www.german-world.com](http://www.german-world.com) attracts 60,000+ visitors per month



### Event Management

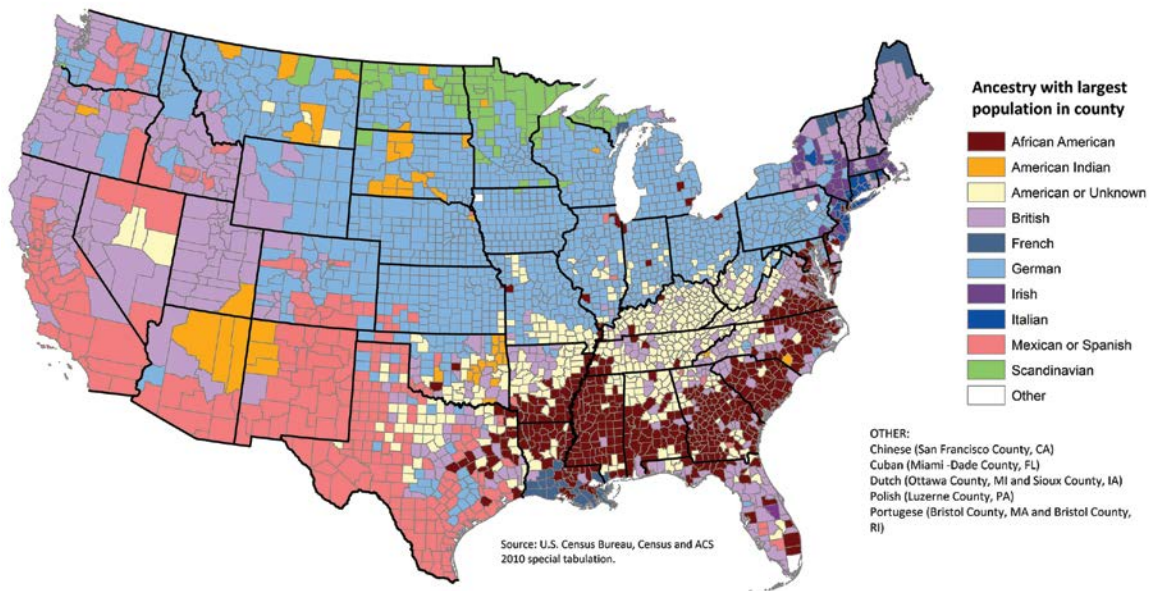
- We connect your brand or organization with new audiences and partners through customized event planning and sponsor relations services

## DEMOGRAPHICS

### GERMAN- AMERICAN COMMUNITIES IN THE US OFFER A HIGHLY UNTAPPED POTENTIAL:

- Approx. 46 million Americans claim Austrian, German or Swiss ancestry and demonstrate a fast growing interest in their countries of heritage (according to US census 2010)
- German is spoken by at least 1.2 million Americans in the US

- Over 7 Million American soldiers were stationed in Germany and developed strong ties to the country, its people and culture. They are an important consumer group for German products and goods in the US.
- American tourists have been the fastest growing group visiting Germany since 1990.



## WHO READS GERMAN WORLD?

### MAGAZINE READERSHIP PROFILE

**PRINT EDITION**

**Age:** 45 – 85

**ONLINE EDITION**

**Age:** 25 – 45

### PRINT & ONLINE EDITION

**Gender:** 60% Female, 40% Male

**Ethnic Background (estimate):**

- 60% Americans with German, Austrian or Swiss ancestry
- 30% 1st Generation Germans, Austrians or Swiss
- 10% Other Nationalities

### E-NEWSLETTER & WEBSITE

**Age:** 25 – 55 (core); 25 – 85 (range)

**Gender:** 55% Female, 45% Male

**Ethnic Background (estimate):**

- 50% Americans with German, Austrian or Swiss ancestry
- 40% 1st Generation Germans, Austrians or Swiss
- 10% Other Nationalities

### GENERAL DEMOGRAPHIC PROFILE OF GERMAN WORLD'S AUDIENCE

**Household income:** \$120,000 (average)

**Education:** 70% hold a college degree or higher

**Relations:** 90% have friends or relatives in Austria, Germany or Switzerland

**Travel:** 90% travel at least once to Europe per year

**Main interest:** Travel, Food, History, German language, Healthy Living, Immigration Topics, Cultural Events, News from German-speaking Europe



## MAGAZINE DISTRIBUTION

- BY SUBSCRIPTION
- SELECTED DROP-OFF LOCATIONS
- VIA ISSUU.COM

**GERMAN WORLD MAGAZINE** is available in print by subscription everywhere in the United States and digitally on ISSUU.com as a complimentary download.

Complimentary copies of **GERMAN WORLD MAGAZINE** are also available at more than 200 selected drop-off locations representing points of interest of the German-American community in the US, such as:

- The Embassies of Austria, Germany & Switzerland
- All Austrian, German and Swiss Consulates General in the U.S.
- The Chambers of Commerce of Austria, Germany and Switzerland in the U.S
- The Austrian Cultural Institute in New York
- The Goethe-Institut in Atlanta, Chicago, Los Angeles, New York, San Francisco and Washington DC
- The Swiss Institute in New York
- Deutsches Haus in New York and Seattle
- Cultural, educational and exchange organizations like AATG, DAAD, D.A.N.K
- Language schools
- More than 400 German schools and German departments at U.S. high schools, colleges and universities
- More than 300 European delis and restaurants in the U.S.
- More than 50 German church services
- At special events such as Easter Markets, Austrian, German and Swiss National Day Celebrations, Wine Festivals, Oktoberfests and Christmas Markets

### REGIONAL DISTRIBUTION OF GERMAN WORLD MAGAZINE

- West Coast (AZ, CA, NV, OR, WA): 39%
- East Coast (CT, DC, MA, MD, ME, NH, NJ, NY, VA, PA): 38%
- Midwest (IL, IN, MI, MN, MO, OH, WI): 15%
- South East (FL, GA, NC, SC): 5%
- South West (NM, TX): 2%
- Others: 1%



## GERMAN WORLD MAGAZINE ONLINE MEDIA

- WEBSITE • E-NEWSLETTER

Latest news, upcoming event information and a vast directory of useful links is available on the website [www.german-world.com](http://www.german-world.com)

### ONLINE AUDIENCE

- 1.2M Page Views Per Year
- 720,000+ Annual Unique Website Visitors
- 60,000+ Monthly Unique Website Visitors
- Geographic distribution: Approx. 60% in the U.S., 20% in Germany, 10% Canada; 10% Other



### GW eNEWS

Additional news delivered monthly by electronic newsletter in English.

- Opt-In Subscribers: Approx. 15,000
- Geographic distribution: 90% in the U.S., 10% outside of the U.S.

**EDITORIAL CALENDAR HIGHLIGHTS & DATES**

**SPRING 2017: THE FILM ISSUE ▶ Behind the scenes of the GOLDEN GLOBES & the OSCARS®**

Release Date: 03/15/2017  
 Editorial Deadline: 02/28/2017  
 Advertising Deadline: 03/05/2017  
 Ad Material Due: 03/10/2017

- Other Topics:
- **New Education Series:** Meet Participants of the “Skills Initiative”
  - **Travel:** The Hamburg Elbphilharmonie - A Modern Marvel
  - **Easter Special**

**SUMMER 2017: THE SPORTS ISSUE ▶ A closer look at U.S. soccer**

Release Date: 06/15/2017  
 Editorial Deadline: 05/22/2017  
 Advertising Deadline: 05/29/2017  
 Ad Material Due: 06/05/2017

- Other Topics:
- **Fashion:** The latest trends from Berlin & Düsseldorf
  - **Education:** - “Skills Initiative” series continued
  - **Travel:** Discover Little America in Kaiserlautern & Schweinfurt

**FALL 2017: THE FOOD ISSUE ▶ Meet some of the best German brew masters, bakers, and butchers**

Release Date: 09/11/2017  
 Editorial Deadline: 08/22/2017  
 Advertising Deadline: 08/29/2017  
 Ad Material Due: 09/04/2017

- Other Topics:
- **Automotive:** L.A. Car Show Preview
  - **Education:** - “Skills Initiative” Series continued
  - **Travel:** Go Vineyard Hopping in Germany & Austria
  - **The Ultimate Oktoberfest Guide**

**WINTER 2017: THE BOOK ISSUE ▶ New releases and noteworthy authors at the Frankfurt & Leipzig Book Fair**

Release Date: 12/4/2017  
 Editorial Deadline: 11/10/2017  
 Advertising Deadline: 11/20/2017  
 Ad Material Due: 11/27/2017

- Other Topics:
- **Business:** Tax Saving Tips & Financial Outlook for 2018
  - **Automotive:** Latest Trends
  - **Education:** “Skills Initiative” Series continued
  - **Travel:** Our Big Cruise Review

*All topics may be subject to change after press date.*

**ENDORSEMENTS**

**COOPERATION PARTNERS**

- German Embassy/German Information Center (GIC)
- Goethe-Institut
- AATG (American Assoc. for Teachers of German)
- Consulates General of Austria, Germany and Switzerland
- Chambers of Commerce
- Leading German-American Organizations

**LONGTIME CLIENTS**

- airberlin
- Condor
- DAAD
- Deutsche Welle (DW-TV)
- Erdinger Weißbräu
- Porsche
- Swiss International Air Lines
- Underberg Sales Group



**COMMENTS**

“Media outlets like German World Magazine contribute to enhancing understanding and exchange between cultures. For this reason, I would like to express my sincerest thanks to the publisher of German World Magazine for her “public diplomacy” benefiting the German-language community.”

- Wolfgang Ischinger Dec. 2004, German Ambassador to the U.S. (2000-2004)

“We consider German World one of the best bilingual magazines in the US and an integral part of the German-American community.”

- Michaela Klare, Regional Manager The Americas  
 German National Tourist Office, New York, August 2, 2007

“German World ist gut gemacht und sehr informativ. Dies ist das Vernünftigste, das ich zum komplizierten Themenkreis “Deutsche in Amerika” seit Jahrzehnten gesehen habe.”

- Uwe Siemon-Netto, Ph.D.  
 Former AP Correspondent & Professor at Concordia University, Irvine, October 1, 2010

„German World begleitet mich seit Jahren in den USA! Herzliche Grüße aus der Back Bay in Boston.”

- Folke-Christine Möller-Sahling, Ph.D  
 Language Program Director, Goethe-Institut Boston. November 2016

„Die German World Ausgabe über Nena ist sehr gut bei meinen Studenten angekommen. Ich habe daraufhin mehr von Nenas Liedern in meiner Konversationsklasse vorgestellt und die Studenten haben sogar mitgesungen!”

- Karen Gallagher, Ph.D. German Department, Chapman University, California, February 2017

## TECHNICAL SPECIFICATIONS

**GERMAN WORLD MAGAZINE** is a digitally produced publication using a computer-to-plate workflow which makes the generating of films unnecessary.

### TRIM SIZE

8.375" x 10.875" (212.725 mm x 276.225 mm)

**For Bleed:** add 0.25inch (6.349 mm) on each side

**Image Size =** Trim Size minus 1/8 inch (3 mm) on each side

**Printed:** Web Offset

**Binding:** Stapled

### PRODUCTION PROCESS

After submitting the signed advertising contract, the customer is responsible to deliver advertising material that corresponds with the technical requirements for advertising material stated below.

### PRINT ADVERTISEMENT SPECIFICATIONS

**GERMAN-WORLD.COM, INC.** prefers advertising material to be supplied in electronic format. However, originals, photos, letterhead and business cards are accepted, too. A \$25 fee per scan will apply.

**The supported graphic file formats are:** Tiff, EPS, JPEG, and PDF  
All image files need to be in CMYK, have a resolution of 300 dpi and be delivered in a size corresponding to our advertisement dimension chart below.

**The following programs for the accompanying files are supported:**

- QuarkXPress up to version 2016
- InDesign up to CC
- Adobe Photoshop up to CC
- Adobe Illustrator up to CC

**Not supported formats are:** All PICT, GIF, DCS, Publisher, MS-Office files, separated DCS files.

**When delivering the advertising material, the following components must accompany each file:**

- The original page layout file or the tiff, eps format file
- The embedded EPS format image files
- All embedded fonts, screen as well as printer fonts

**Note: Make sure to include 0.125 inches bleed. Otherwise your ad may be cropped.**

## ADVERTISEMENT DIMENSIONS

FORMAT	SIZE IN INCH (WxH)	SIZE IN INCH W/BLEED (WxH)	SIZE IN MM (WxH)	SIZE IN MM W/BLEED (WxH)
Spread	16.75 x 10.875	17.25 x 11.375	425.4 x 276.2	438.1 x 288.9
Full page	8.375 x 10.875	8.875 x 11.375	212.7 x 276.2	225.4 x 288.9
1/2 page vertical	9.25 x 3.6	11.375 x 4.35	234.9 x 91.4	288.9 x 110.5
1/2 page horizontal	8.375 x 5.125	8.875 x 5.625	212.7 x 130.2	225.4 x 142.9
1/3 page vertical	2.35 x 9.25	3.375 x 11.375	59.7 x 234.9	85.7 x 288.9
1/3 page horizontal	7.375 x 2.402	8.875 x 3	187.3 x 61	225.4 x 76.2
1/4 page	3.6 x 4.8	N/A	91.4 x 122.6	N/A
1/6 page	2.35 x 4.55	N/A	59.7 x 110.7	N/A
1/8 page	3.6 x 2.4	N/A	91.4 x 61.3	N/A



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BILINGUAL. PRINT. DIGITAL.



**GERMAN-WORLD.COM, INC.**  
P.O. Box 3541 | Los Angeles, CA 90078  
Phone **323.876.5843** Email [office@german-world.com](mailto:office@german-world.com)  
[www.German-World.com](http://www.German-World.com)

## PRODUCTION SERVICES

Design services for ad development as well as typesetting, illustration and photo services are available through German World's Design Team at a preferred rate of \$59/hour for all German World customers. Please contact us at 323.876.5843 for a free consultation and estimate.

## SPECIAL NOTE

**GERMAN-WORLD.COM, INC.** reserves the right to make any changes to materials that do not conform to mechanical requirements and specifications and will charge accordingly. Unless otherwise requested, all film and artwork will be destroyed 6 months after publication. Display advertisements and magazine pages created and compiled by GERMAN-WORLD.COM, INC. cannot be reproduced without the company's written consent.

## TERMS & CONDITIONS

### PAYMENT POLICY

#### Magazine Advertising

German World Magazine is a prepay-per-issue publication. Monies are due 10 days after placement of the insertion order unless other agreements have been made. If due monies are not received by the due date, publication of the advertisement cannot be guaranteed. Multiple-advertising agreements will be billed 30 days in advance of each publication.

#### Website / E-Newsletter Advertising

An insertion order form for all online media advertising has to be signed and emailed to German World at least seven (7) working days prior to desired launch date. All website and E-Newsletter advertisement orders have to be prepaid five (5) working days prior to first publishing date. No refunds after first publishing date.

Ad material (jpg, gif, or tif files in 72 to 150dpi resolution) should be sent by e-mail to [office@german-world.com](mailto:office@german-world.com). Ad material can be changed during the course of a campaign. Statistics can be made available upon request at the end of each month.

### Cancellations

Cancellations must be received in written form on or before the published advertising closing date (Pls. review Editorial Calendar for exact dates.)

Website and E-newsletter advertising has to be cancelled in writing five (5) working days prior to the confirmed launch or publishing date.

If the cancellation was received within the permitted time frame, prepaid advertising will be refunded in full. A processing fee of \$35 per cancellation applies.

Should it become impossible for GERMAN-WORLD.COM, INC. to publish a certain ad due to advertising material provided by the customer that does not meet the technical requirements as described in the chapter "Technical Specifications," the advertising fee is due anyway unless the circumstances become known prior to the above mentioned advertising closing date.

### General Payment Terms:

All due payments that are received 30 days after the due date of invoice are subject to a 3% per month interest charge. Check return fee: \$50.