MEDIA KIT 2018

German-New Zealand Chamber of Commerce Inc.

REPRÄSENTANZ DER DEUTSCHEN WIRTSCHAFT

www.germantrade.co.nz

German-New Zealand Chamber of Commerce
ABOUT GNZCC

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

MEDIA PORTFOLIO

- Bilingual website
- New Zealand-German Business Guide
- Double the Vision
- Digital Newsletter
- LinkedIn Group

THANKS TO THE GNZCC PREMIUM PARTNERS
The New Zealand-German 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.

Our website is the number one access point for GNZCC stakeholders.

Our E-Newsletter informs about the latest internal & external news and is delivered free to around 1000 subscribers’ inboxes once a month. Every fourth edition is German and distributed to our German readership.
ADVERTISING RATES

Banner Advertising on our Website

Option 1 Leaderboard

Rate includes:
• horizontal advertisement above the text header
• 728px 90px
• Price NZ$ 3000 per Annum

Option 2 Skyscraper

Rate includes:
• Vertical advertisement on the outer side of the page
• 160 x 600px
• Price NZ$ 1800 per Annum
• Only on the main page
Advertising Rates

Option 3 Banner on Sub-Pages
Rate includes:
• Banner advertisement on the lower part of a sub page
• 300 x 250 px
• Price NZ$ 600 per Annum

Option 4 Start Page 'Hero Slider'
Rate includes:
• Advertisement on the main page, the most prominent spot you can get!
• 380 x 220 px
• Price NZ$ 500 for 6 weeks

Event Management
We offer a full range of event management services, from concept development to event follow-up.

Have a look at our upcoming events. We would be pleased to discuss your event in more detail - please contact us.
Advertising in our yearly publication Double the Vision

Option 1 - 1 page
- 210x297mm (T)
- 220x307mm (B)
- Price NZ$ 2000

Option 2 - 1/2 page vert
- 105x297mm (T)
- 110x307mm (B)
- Price NZ$ 1000

Option 3 - 1/2 page horiz
- 210x145mm (T)
- 220x155mm (B)
- Price NZ$ 1000

Option 4 - 1/4 page vert
- 105x145mm (T)
- 110x155mm (B)
- Price NZ$ 400

Option 5 - 1/4 page horiz
- 210x74mm (T)
- 220x34mm (B)
- Price NZ$ 400

Option 6 - 2 Page Spread
- 420x297mm (T)
- 440x307mm (B)
- Price NZ$ 3500
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, well as businesses from diverse industries.
Advertising in our Newsletter

Option 1 - Side Banner on Front Page

Rate includes:
• variety of options, different sizes and different position
• Price from NZ$ 250

Option 2 - Banner advertisement in the middle of the newsletter

Variety of rates available:
• e.g. company description and logo
• video section,
• topic series and many more
• interview with your CEO
• Q&A on your company
• Price from NZ$ 200
TERMS & CONDITIONS

- Effective November 2018
- 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 non-standard ad formats

TECHNICAL SPECIFICATIONS

- For our newsletter -
  .gif and .jpg files are acceptable
- For our website -
  Formats should be .gif, .jpg, animated .gif or Adobe Flash (.swf), including back up .gif or .jpg

CONTACT

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