



**GERMAN WORLD** – YOUR SOURCE OF INFORMATION FOR  
ALL THINGS **AUSTRIAN, GERMAN** AND **SWISS IN THE US.**  
**BILINGUAL.** ONLINE AND PRINT MEDIA.



**Welcome to GERMAN WORLD** – the premier bilingual German-English lifestyle and entertainment magazine in the US.

It is our mission to promote German culture in the US, inform about interesting German-American businesses, personalities, products and events, interconnect the various German-American communities on a national level, and promote German as a foreign language.

The magazine is complemented by our website [www.german-world.com](http://www.german-world.com) and a **monthly E-Newsletter**. GERMAN WORLD reaches a very desirable consumer group characterized by a 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 with a German, Austrian, or Swiss connection 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

Sincerely,

*Petra Schürmann*

Publisher



## WHO WE ARE

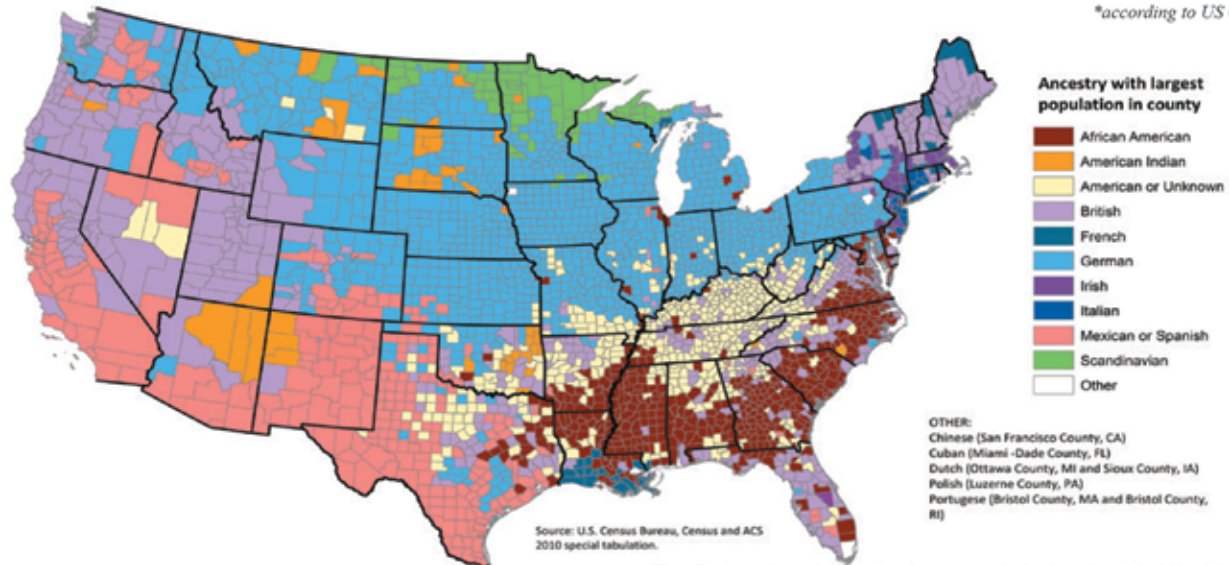
- Quarterly, Bilingual Print Periodical in German and English and Monthly Electronic Newsletter in English Language
- The Only Nationwide German-English Magazine in the U.S.
- Excellent Source of Products and Services from Germany, Austria, and Switzerland available in the U.S.
- Editorial Focus on Culture, Lifestyle, Business, Events and Society relevant to Austrian, German, and Swiss Communities in the U.S.
- Reaching more than 50,000 Readers (per issue) and 200,000 Readers (per year) of Austrian, German, and Swiss Heritage and Americans with an Interest in German Language and German-speaking Countries of Europe
- Website [www.german-world.com](http://www.german-world.com) registers more than 70,000 Unique Visitors and more than 500,000 Hits per Month.



## TARGET GROUP Americans with German Ancestry - The largest ethnic minority in the U.S.

• Americans with German Ancestry: 46 million\* • Americans who speak German: 1 million\* • US residents who speak German: approx. 4 million

*\*according to US Census 2010*



## 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)
- 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.
- German is spoken by at least 1.2 million Americans in the U.S.

## READERSHIP PROFILE

**Gender:** 60% women, 40% men

**Age:** 45 - 55 (target); 45 - 85 (range)

**Nationality:** American (80%), European (18%), Other (2%)

**Household income:** \$85,000 (average)

**Education:** 79% hold a college degree or higher

**Employment:** 55% of those employed hold executive, professional or managerial positions

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

**Ancestry:** 85% are Austrian, German or Swiss or have ancestry of a German Speaking country

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

**Main interest:** Travel, Food, Customs, Traditions, German language, Healthy Living, Immigration Topics, Networking with German speakers or Americans of German descent.

## DISTRIBUTION

GERMAN WORLD MAGAZINE is available by subscription everywhere in the United States as well as eVersion worldwide.

GERMAN WORLD MAGAZINE has been published since September 2002 and attracts yearly more than 200,000 readers of Austrian, German, and Swiss heritage as well as Americans with an interest in the German language and German speaking countries of Europe.

GERMAN WORLD MAGAZINE is available at more than 200 retail stores in the US and through subscription. Complimentary issues are available at a large number of drop-off locations representing points of interest of the German-American community in the US, such as:

- The Embassies of Austria, Germany & Switzerland in Washington D.C.
- The German Consulates General in Atlanta, Boston, Chicago, Houston, Los Angeles, Miami, New York, Philadelphia & San Francisco
- The Austrian Consulates General in Los Angeles, New York & San Francisco
- The Swiss Consulates General in Chicago, Los Angeles, New York and San Francisco
- The Chambers of Commerce of Austria, Germany and Switzerland in the US (i.e. Atlanta, Chicago, New York, Los Angeles, San Francisco)
- The Austrian Cultural Institute in New York
- The Goethe Institutes in Atlanta, Chicago, Houston, Los Angeles, New York, San Francisco and Washington D.C.
- The Swiss Institute in New York
- Deutsches Haus in New York and Seattle
- Cultural, Educational and Exchange Organizations like AATG, AGAS, DAAD, D.A.N.K., ACG, German American League in Southern California, UGAC, UGAS
- Berlitz language schools
- More than 400 German schools and departments at US Highschools, Colleges and Universities
- More than 500 European Delis and restaurants in the US and Canada.
- More than 300 German churches
- At special events of the European Community such as Easter Markets, Spring Festivals, 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 ONLINE MEDIA

The GERMAN WORLD MAGAZINE is also available as interactive eVersion on [www.germanworldshop.com](http://www.germanworldshop.com)

Additional editorial content, continuous event and news updates are available on the website [www.german-world.com](http://www.german-world.com)

The website receives more than 70,000 unique visitors every month and a monthly e-newsletter is sent to more than 15,000 E-mail recipients.

GERMAN WORLD MAGAZINE is a digitally produced publication using a computer-to-plate workflow which makes the generating of films unnecessary. GERMAN WORLD MAGAZINE supports all of the widely used graphic arts software packages and storage mediums. However, certain requirements must be met for an original file to be considered print-ready.

## TRIM SIZE

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

**For Bleed:** add 0.25" (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 which corresponds with the technical requirements for advertising material stated below.

## SPECS FOR ELECTRONIC AD PLACEMENT

GERMAN-WORLD.COM, INC. prefers advertising material to be supplied in electronic format. However, originals, photos, letterhead and business cards are accepted to. 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 300dpi and be delivered in the correct size.

**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 0.125inches bleed. Otherwise your ad may be cropped.**

The following programs for the accompanying files are supported:

- QuarkXPress up to Version 6.5
- Adobe Photoshop up to CS2,
- Adobe Illustrator up to CS2

## PRODUCTION SERVICES

Strategic design services for ad development as well as typesetting, illustration and photo services are available through AMF Graphics (amfgraphics@aol.com) and Claudia Monje (cmonjegrphic@yahoo.com) at a preferred rate of \$49/hour for all GERMAN-WORLD.COM, INC. 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 12 months after publication. Ads created and compiled by GERMAN-WORLD.COM, INC. cannot be reproduced without the publisher's consent.

## ADVERTISING DIMENSIONS

SECTIONS	PAGE SIZE	WIDTH X HEIGHT (in inch)	WIDTH X HEIGHT (in mm)
Cover Pages 2, 3 and all textbook pages	Spread	16.75 x 10.875	425.4 x 276.2
	Spread with bleed	17.25 x 11.375	438.1 x 288.9
All	Full Page	8.375 x 10.875	212.7 x 276.2
	Full Page with bleed	8.875 x 11.375	225.4 x 288.9
All except textbook pages 3, 5 and cover pages	1/2 page horizontal	8.375 x 5.125	212.7 x 130.2
	1/2 page horizontal with bleed	8.875 x 5.625	225.4 x 142.9
All except textbook page 5 and cover pages	1/3 page horizontal	7.375 x 2.402	187.3 x 61.0
	1/3 page horizontal with bleed	8.875 x 3	225.4 x 76.2
	1/3 page vertical	2.345 x 9.25	59.7 x 234.9
	1/3 page vertical with bleed	3.375 x 11.375	85.7 x 288.9
All except pages 3, 5 and cover pages	1/4 page vertical	3.6 x 4.8	91.4 x 122.6
All except cover pages and feature articles	1/6 page vertical	2.33 x 4.55	59.2 x 110.7
All except cover pages, textbook pages 3, 5 and feature articles	1/8 page horizontal	3.6 x 2	91.4 x 50.8



## EDITORIAL HIGHLIGHTS

### Spring 2016: Release 3/1/2016 | The Film Issue: Behind the scenes of the Golden Globes & Oscars

Release Date: 03/01/2016  
Editorial Deadline: 02/05/2016  
Advertising Deadline: 02/20/2016  
Ad Material Due: 02/27/2016

- **Culture:** German Karneval in Las Vegas and Düsseldorf
- **New Education Series:** Meet Participants of the "Skills Initiative"
- **Travel:** Make the most of your stopover in Düsseldorf, Frankfurt & Zürich
- **Easter Special**

### Summer 2016: Release 6/1/2016 The Sports Issue: Up close and personal with Dirk Nowitzki

Release Date: 06/01/2016  
Editorial Deadline: 05/05/2016  
Advertising Deadline: 05/22/2016  
Ad Material Due: 05/29/2016

- **Business:** U.S. debut at Hannover Messe with President Obama
- **Fashion:** The latest trends for Oktoberfest
- **Education:** "Skills Initiative" series continued  
Best ways to learn German this summer
- **Travel:** Family Trip through Sound of Music Country  
Discover Little America in Kaiserlautern & Schweinfurt

### Fall 2016: (9/1/2016) | The Food Issue: Meet some of the best German brew masters, bakers, and butchers

Release Date: 09/01/2016  
Editorial Deadline: 08/05/2016  
Advertising Deadline: 08/21/2016  
Ad Material Due: 08/28/2016

- **Automotive:** L.A. Car Show Preview  
VW in Focus: One year after the emission scandal
- **Education:** "Skills Initiative" Series continued | Back to School Special
- **Travel:** Things to do in Landstuhl, Wiesbaden & Baumholder  
Discover "Luther Country" - Thuringia and Saxony

### Winter 2016: Release 12/1/2016 | The Book Issue: New releases and noteworthy authors at the Frankfurt & Leipzig Book Fair

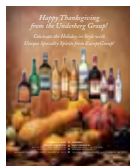
Release Date: 12/01/2016  
Editorial Deadline: 11/05/2016  
Advertising Deadline: 11/20/2016  
Ad Material Due: 11/25/2016

- **Business:** Tax Saving Tips & Financial Outlook for 2017
- **Automotive:** Get Your Favorite German Car from Germany
- **Education:** "Skills Initiative" Series continued  
News from the ACTFL: The latest trends in foreign language learning
- **Travel:** Enjoy wintertime in Stuttgart, Heidelberg & Garmisch-Partenkirchen  
Our Big Cruise Review
- **Christmas Time** in Switzerland

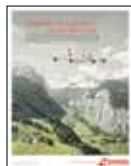
## ENDORSEMENTS

- 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

## CLIENTS



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



*"Media outlets like German World Magazine contribute to enhancing the 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

*"We are very pleased with (...) the entire experience with German World. It also opened us up to many other German Venues which we found through your magazine as well. Thank you!"*

Julie Rafailova, European Breads; Los Angeles, October 16, 2010



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