

INTRODUCING ...

RATE CARD

Australia's only weekly
German - Language Newspaper

Die
Woche
in Australien

Founded in 1957

Published by

German Language Press Pty Ltd

Adresse: Suite 3/34 East Street, FIVE DOCK NSW 2046

Postadresse: PO Box 279 FIVE DOCK NSW 2046
Australien

Tel.: +61 (02) 9712 5203

Fax: +61 (02) 9712 5269

www.woche.com.au - gernews@woche.com.au



THE GERMAN SPEAKING COMMUNITY ...

.... represents an important section of the Australian Nation. From the beginning of modern Australian history - Captain Arthur Phillip, our first Governor, was of German origin - German speaking people have been of considerable influence on the development of the country. Today - the German speaking community is the seventh largest of all ethnic groups.

They are an important cultural and economical force in Australia. The German speaking people can be found in all areas of business everywhere in Australia. A large number of businesses are owned by German speaking people. German speaking managers fill many top level positions.

In spite of that the German speaking people traditionally keep a low profile. They adapt quickly to their new environment and do not tend to concentrate in certain suburbs of towns and cities.

However, no matter how much they adapt they maintain one common interest - the interest in their mother tongue, culture and everything European. That is why German speaking people read "DIE WOCHE in AUSTRALIEN" - and "DIE WOCHE" holds the German speaking community together.

www.woche.com.au

DIE WOCHE caters for all German speaking people - Germans, Austrians, Swiss and other Nationals who speak German as well as Australians taking an interest in the German language or other aspects of Germanic cultures.

DIE WOCHE provides information for the German speaking people - information most of which otherwise cannot be obtained in Australia.

DIE WOCHE covers in depth the political, economic and cultural developments in Europe, brings world news and Australian news in a condensed form, reports on activities in Australia, gives information on selected subjects (e.g. science, entertainment, travel) and brings special features for particular groups eg. (women, young people), and most importantly sports results and comments from Europe and around the world that are unavailable in Australia (e.g. European soccer leagues, winter sports etc.).

DIE WOCHE is a weekly newspaper, published every Tuesday.

DIE WOCHE is distributed nationally, by subscription and through newsagencies.

DIE WOCHE was founded in 1957 - and has been growing since.

DIE WOCHE is read every week by more than 220,000 readers.

DIE WOCHE has a tabloid format of between 24 and 40 pages.

IN SHORT : DIE WOCHE provides what the German speaking community requires.

ADVERTISING in

Die
Woche
in Australien

.... is the most effective way to reach the German speaking community. The German community is rather mixed and has an interest in a variety of products and services.

As various readership-surveys over the years indicate, the majority of our readers are part of an established German speaking community. They often have their own homes, are settled and possess accumulated savings. They enjoy investing in quality goods & services to enhance their lifestyle. Making investments to secure their financial future is one of their top priorities. A large number of these readers are in retirement or close to retirement.

Many prefer added facilities on retirement and move to locations that provide easy and pleasant surroundings.

A smaller percentage of our readers represent a new generation born in Australia. While their needs are usually established it is strongly recommended that you keep these readers informed about your companies new and special offers.

A smaller and very fluctuating percentage of our readers are students, German speaking tourists, business people and a large number of backpackers. Backpackers often stay for many months and look for interesting adventures and activities. As many backpackers are students, they also take an active interest in culture and history. Naturally, information on budget priced accommodation is always welcome. Although most visitors speak some English any German speaking service advertised attracts attention.

ADVERTISING RATES & DETAILS

DISPLAY ADVERTISING RATES (without GST)

1 column cm\$8.00

MINIMUM CHARGE

3cm columns..... \$25.00

each additional cm \$ 8.00

RATE EXAMPLES

Full page.....\$1500.00

Half page.....\$ 750.00

Quarter page.....\$ 375.00

MECHANICAL DETAILS

Page size..... 180 col. cm

Columns to page..... 5

Depth of column..... 38 cm

Width of column.....5 cm

single column..... 4.8 cm

two columns..... 10.1 cm

three columns..... 15.4 cm

four columns..... 20.7 cm

five columns..... 26.0 cm

Printed : Tabloid, 24 - 40 pages

Format (ad pictures): jpeg, tiff pdf.

DEADLINES

Friday prior to week of publication

Special rates do apply, subject to size, volume and position of ads placed including special terms of payment.

There are many different ways to give maximum impact to your message - using specific pages, specific sections, specific features which appear from time to time.

Our special service and advice will ensure that all our advertising clients receive the kind of attention needed to construct an attractive and powerful campaign for the best possible return on your advertising investment.

How to place an advertisement or obtain information or assistance.
Contact our Head Office in Sydney or call our representative in your State.

Head Office

Adresse: Suite 3/34 East Street, FIVE DOCK NSW 2046
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Name of your State Representative

Telephone

(Comments)

For information on all advertising and marketing campaigns available
please visit this link: <http://www.woche.com.au/sales/>

Beispiele für Anzeigengrößen

Samples for advertising space

3 cm x 2 col

This space costs / diese Anzeigengröße kostet

\$ 52,80 – EURO 33

4 cm x 2 col

this space costs 7 diese Anzeigengröße kostet

\$ 70,40 – EURO 44

5 cm x 2 col

This space costs / diese Anzeigengröße kostet

\$ 88 – EURO 55

10 cm x 2 col

This space costs / diese Anzeigengröße
kostet

\$ 176 – EURO 110

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**Andere Größen
können ebenfalls
geschaltet werden**

**Grundsätzlich gilt:
\$ 8 pro cm Spalte
EURO 5 pro cm Spalte**

**Bitte setzen Sie sich
mit unserem Büro
in Sydney
in Verbindung**

**Different sizes
can also
be placed**

**Advert. guideline
\$ 8 per column cm
EURO 5 per col. cm**

**Please contact
our office
in Sydney**

Tel.: +61 (02) 9712 5203 Fax: +61 (02) 9712 5269

16 cm x 2 col

This space costs /
diese Anzeigengröße kostet

\$ 281,60 – EURO 176

**All Prices 10% GST
included**

**Alle Preis 10% GST
inklusive**

gernews@woche.com.au

<p>3 cm x 1 col.</p> <p>This space costs / diese Anzeigengröße kostet</p> <p>\$ 27,50 – EURO 16,50</p>	
<p>4 cm x 1 col.</p> <p>This space costs / diese Anzeigengröße kostet</p> <p>\$35,20 – EURO 22</p>	
<p>5 cm x 1 col.</p> <p>This space costs / diese Anzeigengröße kostet</p> <p>\$ 44 – EURO 27,50</p>	
<p>6 cm x 1 col.</p> <p>This space costs / diese Anzeigengröße kostet</p> <p>\$ 52,80 – EURO 33</p>	
<p>10 cm x 1 col</p> <p>This space costs / diese Anzeigengröße kostet</p> <p>\$ 88 – EURO 55</p>	

<p>8 cm x 3 col</p> <p>This space costs / diese Anzeigengröße kostet</p> <p>\$ 211,20 – EURO 132</p>	
<p>9 cm x 3 col</p> <p>This space costs / diese Anzeigengröße kostet</p> <p>\$ 237,60 – EURO 148,50</p>	
<p>10 cm x 3 col</p> <p>This space costs / diese Anzeigengröße kostet</p> <p>\$ 264 – EURO 165</p> <p>Die <i>Woche</i> in Australien</p> <p><u>ALL PRICES 10% GST included</u></p> <p><u>ALLE PREISE 10% GST inklusive</u></p>	