2022 Media Kit

Informed. International. Relevant.

The conversation has changed, and we have changed with it.

It's all about AUDIENCE!

Web • Print • Social • Events

Reaching them. Keeping them.

Capture the German-American marketplace

German Life is a bimonthly, written for all interested in the diversity of German-speaking culture, past and present, and in the various ways that the United States has been shaped by its Germanic immigrants. The magazine aims to bolster dialogue on cultural, historical, and social issues facing German-speaking Europe and German-Americans. The publication is enhanced by useful information for sophisticated—but also budget-conscious travelers, tips for the culturati, and recipes for culinary buffs.

Profile:

The typical reader is mature, married, affluent, and accomplished with a college education and a strong interest in German travel, history, and culture.

Circulation: 30,000
Pass-along readership: 2.1
Estimated Audience: 63,300
Issue Retention: 81%

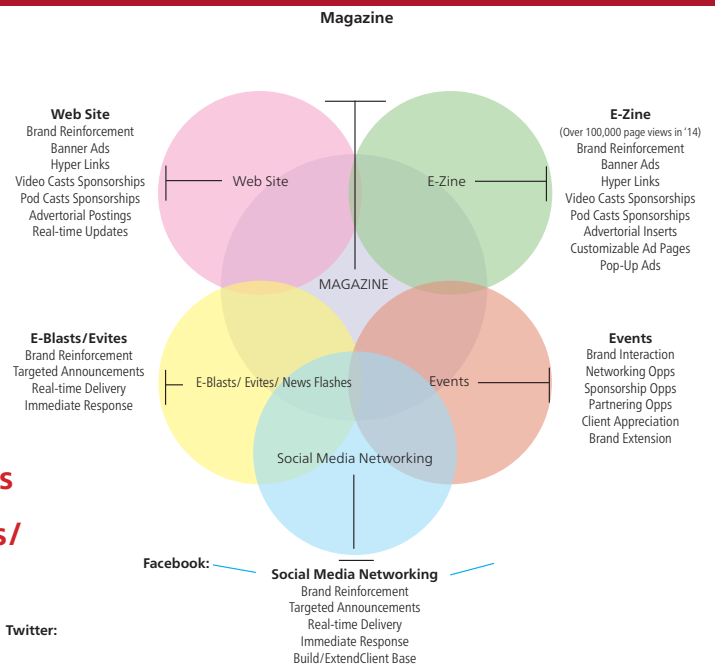
Sex	50% male
Age	59 years (average)
Marital Status	68% married
Household Income	$64,900 (average)
Education	61% hold a college degree (26% hold a graduate degree)
Employment	45% of those employed hold executive, professional, or managerial positions
Relations	78% have friends or relatives in Germany
Ancestry	77% are German or have German ancestry

Audience Experience Matrix©

Magazine Readership 105,000/ bi-monthly

Including:

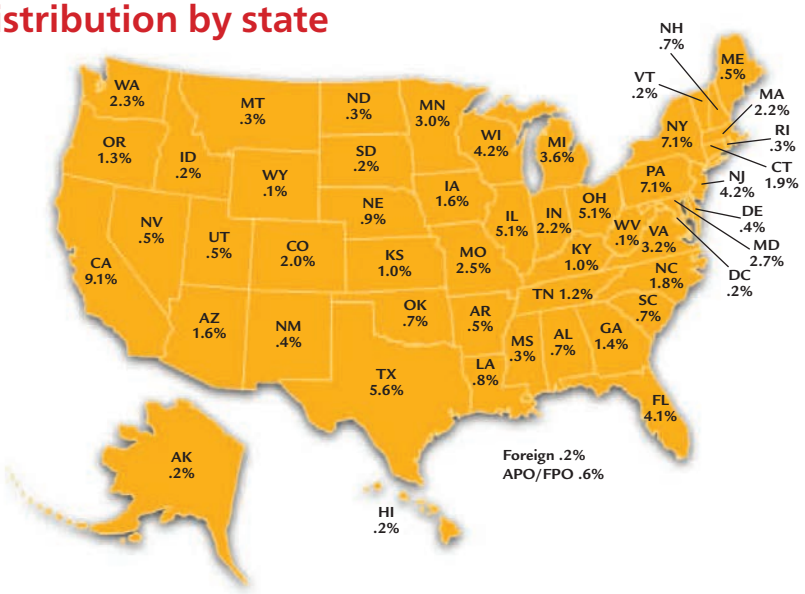
- **Events**
- **Social Media Fans**
- **Web Site Impressions**
- **E-newsletters**
- **Digital Issues/ E-Zine**



Positioning Packages - Spanning our multi-media outlets

Speak with our marketing professionals and let us maximize your marketing dollars across our multi-facetted vehicles. You will be surprised how you can extend your reach with the right combination of placement and exposure. Put us to work for you and hit your target market on more than one approach, and more than one level.

Distribution by state



Based upon an average circulation of 30,000 - August 2016

Looking to grow your business?
Let us help you stretch those marketing dollars!
Call Matt for our rates!
301.729.6190

Advertising Specifications

FREQUENCY DISCOUNTS: *German Life* is published bimonthly (6X/Year). Frequency discounts are based on the number of advertisements run in a contract year, which is 12 months in length. Advertisers who increasetheir frequency will be rebated, and advertisers who cancel or fail to fulfill a contract will be billed the difference between the earned rate and the contract rate.

INSERTS/BUSINESS REPLY CARDS: Inserts and BRCs are accepted. Consult your advertising sales representative for availability, print orders, and production costs. Inserts and BRCs contribute to frequency, but do not earn a frequency rate. Space cost is 80% of the 1X B&W page rate (commissionable). Other inserts priced according to size.

GUARANTEED POSITIONING: Advertisers interested in special positioning may pay an additional 10% for placement, subject to availability.

COLORS: Rates for special inks are available upon request.

BLEEDS: 10% additional charge.

PAYMENT: Net 30 days. 1% discount of net invoice if payment is received within 10 days of billing.

PRE-PAYMENT REQUIREMENT: New advertisers who have not appeared in *German Life* are required to submit a pre-payment for their first insertion and complete a credit application for Zeitgeist Publishing, Inc. Note all advertisers who are using an AAAA advertising agency or an agency that has qualified for credit from Zeitgeist Publishing, Inc., are the only exception to this policy.

ADVERTISER ADDRESS: An advertiser using a post office box number in an advertisement must furnish Publisher with a legal street address and telephone number.

AGENCY COMMISSION: 15% to recognized advertising agencies that provide camera-ready material.

SPECIAL ADVERTISING SUPPLEMENTS: Consult your sales representative for details on special advertising sections that run in *German Life* either seasonally or throughout the year.

Social Media / Website / Enewsletter Rates

We can create these social interactions that will bring that awareness to your brand. By establishing a social media platform and encouraging a consistent conversation there, we can bring a markedly heightened awareness to your business. We'll craft contests and promote online giveaways that will help further your brand, generate an invested fan base and draw traffic to your store. And, when combined with our print entity, we'll ensure that your business is exposed on multiple levels at all times. **Get the conversation started.**

2022 Editorial Calendar + Closing Dates

FEBRUARY/MARCH 2022
AD MATERIALS DUE: 12/2/21
Editorial: Food/Wine/Beer Issue
Issue Delivery: 12/30/21

APRIL/MAY
AD MATERIALS DUE: 2/3/22
Editorial: Travel Issue
Issue Delivery: 3/3/22

JUNE/JULY
AD MATERIALS DUE: 3/31/22
Editorial: German-American Travel Issue
Issue Delivery: 4/28/22

AUGUST/SEPTEMBER
AD MATERIALS DUE: 6/2/22
Editorial: Education Issue
Issue Delivery: 6/30/22

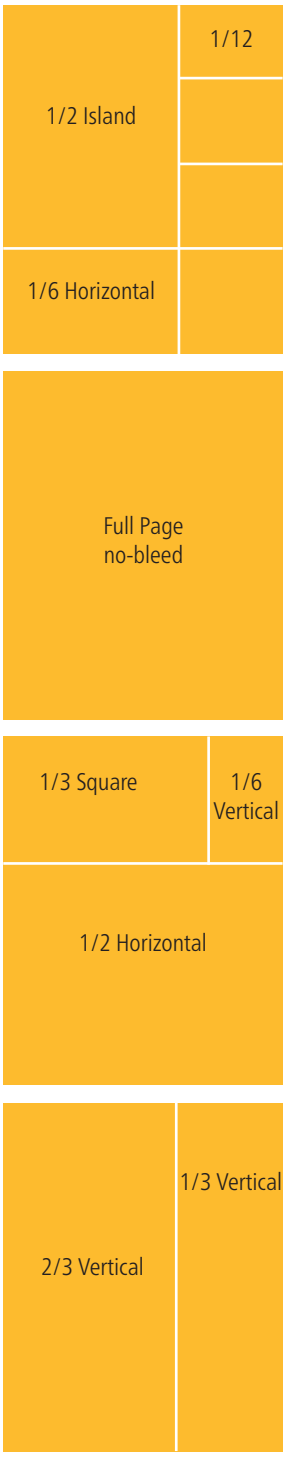
OCTOBER/NOVEMBER
AD MATERIALS DUE: 8/4/22
Editorial: Oktoberfest Issue
Issue Delivery: 9/1/22

DECEMBER/JANUARY
AD MATERIALS DUE: 10/13/22
Editorial: Holiday Issue
Issue Delivery: 11/10/22

Advertising Dimensions

ITEM	WIDTH X	HEIGHT
Full Page	7-1/8'' (181mm)	9-3/4'' (248mm)
2/3 Page Vertical	4-5/8'' (118mm)	9-3/4'' (248mm)
1/2 Page Island	4-5/8'' (118mm)	7-1/4'' (184mm)
1/2 Page Horizontal	7-1/8'' (181mm)	4-3/4'' (121mm)
1/3 Page Vertical	2-1/8'' (54mm)	9-3/4'' (248mm)
1/3 Page Square	4-5/8'' (118mm)	4-3/4'' (121mm)
1/6 Page Vertical	2-1/8'' (54mm)	4-3/4'' (121mm)
1/6 Page Horizontal	4-5/8'' (118mm)	2-3/8'' (61mm)
1/9 Page	2-1/4'' (57mm)	2-7/8'' (73mm)
1/12 Page	2-1/8'' (54mm)	2-3/8'' (61mm)

Production Specifications



MECHANICAL REQUIREMENTS PRODUCTION SPECIFICATIONS
Trim Size: 8-1/8" X 10-7/8" (206mm X 276mm)
Bleed Size: 8-1/4" X 11-1/8" (209mm X 282mm)
Printed: Web Offset
Binding: Saddle Stitch

MECHANICAL REQUIREMENT FOR DIGITAL ADVERTISEMENTS:
German Life prefers advertising materials to be supplied in electronic format. We accept a variety of formats. Please contact your representative for details.

CAMERA-READY REQUIREMENTS:
German Life has adopted a direct-to-plate workflow. The magazine is now produced without the need to generate film or to do page construction by hand. *German Life* supports all of the widely used graphic arts software packages and storage mediums. However, certain requirements must be met to be considered cameraready.
Please consult your advertising representative for additional information: mstrickler@germanlife.com.

PRODUCTION SERVICES: Design and lay-out services, digital photography are available. Small changes to existing ads can be done at a cost of $25. Please contact your advertising sales representative for rates.

CANCELLATIONS: Cancellations must be received in written form on or before the closing date. Verbal cancellations and those received after closing date will not be accepted.

PLEASE NOTE: *German Life* reserves the right to make any changes to materials that do not conform to mechanical requirements and specifications. Unless otherwise requested, all film and artwork will be destroyed 12 months after publication. Ads created and compiled by *German Life* cannot be reproduced without the Publisher's consent.