

2023 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: 22,500

Pass-along readership: 2.1

Estimated Audience: 47,250

Issue Retention: 81%

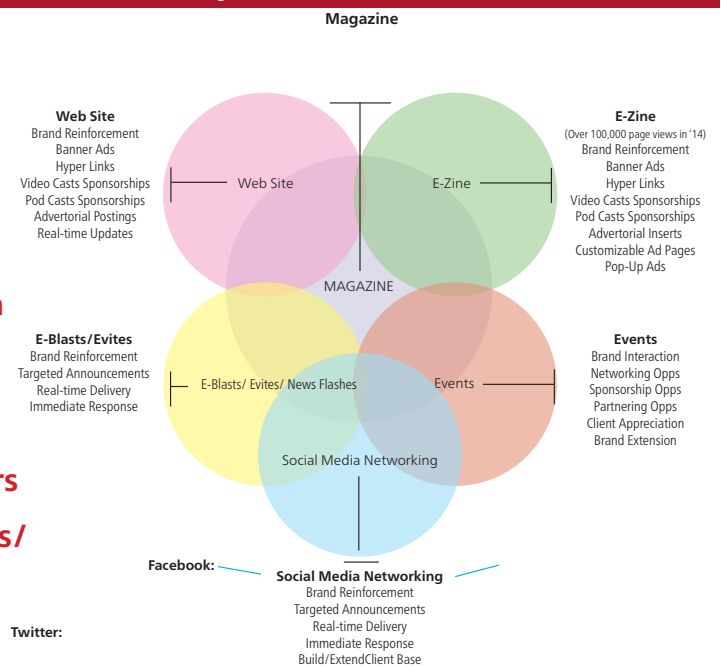
Sex	50% male
Age	59 years (average)
Marital Status	68% married
Household Income	\$64,900 (average)
Education	61% hold a college degree (26% hold a graduate degree)
Employment	45% of those employed hold executive, professional, or managerial positions
Relations	78% have friends or relatives in Germany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

Audience Experience Matrix[®]

Magazine Readership
80,000/
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-faceted 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.





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



Our monthly E-Newsletter is a fantastic opportunity to build brand awareness and keep our readers informed of upcoming festivals, events, and products.

Our website houses up-to-date teasers of current magazine features.

FB postings	4 posts/monthly	\$150
FB Contest		\$350
Twitter postings	4 posts/monthly	\$100

Web Site Ads		Per Month
468 x 60	Top Home Page Ad	\$600
468 x 60	Top Page Ad	\$300
728 x 90	Top Home Page Ad	\$750
728 x 90	Top Page Ad	\$450
220 x 90	Top Page Ad	\$200
300 x 250	Right Side Ad	\$300
300 x 150	Right Side Ad	\$250

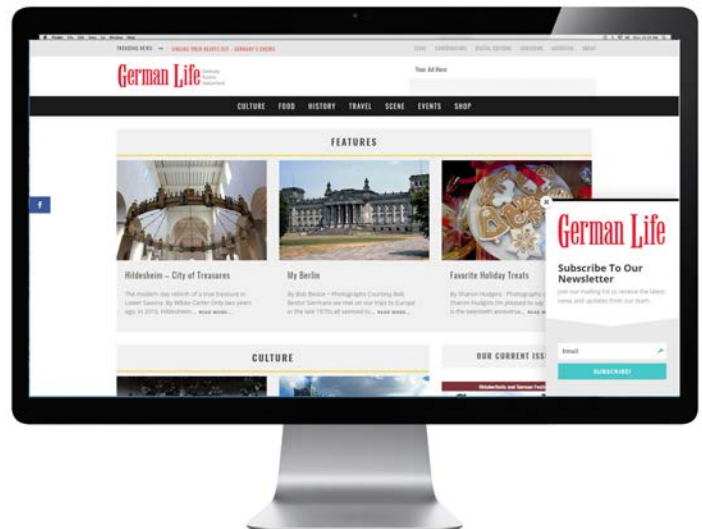
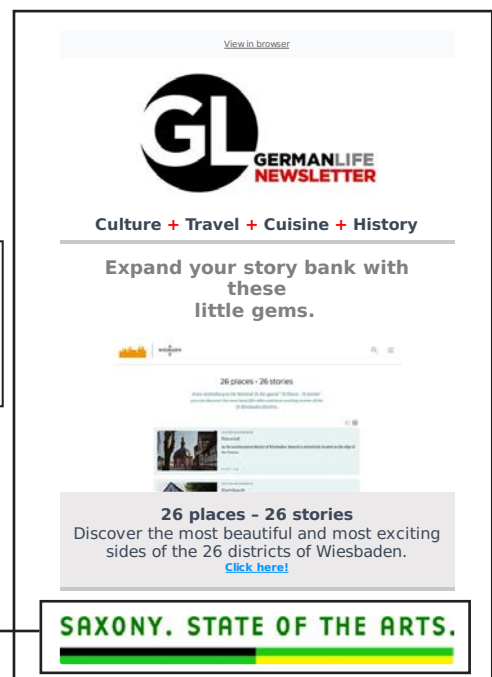
E-Newsletters per post \$450

AD SPECS



Square
300 x300

Banner
970 x 48



**To advertise call Matt Strickler
301-729-6190
mstrickler@germanlife.com**



2023 Editorial Calendar + Closing Dates

FEBRUARY/MARCH 2023

AD MATERIALS DUE: 12/2/22

Editorial: Food/Wine/Beer Issue

Issue Delivery: 12/30/21

APRIL/MAY 2023

AD MATERIALS DUE: 2/3/23

Editorial: Travel Issue

Issue Delivery: 3/3/23

JUNE/JULY 2023

AD MATERIALS DUE: 3/31/23

Editorial: German-American Travel Issue

Issue Delivery: 4/28/23

AUGUST/SEPTEMBER 2023

AD MATERIALS DUE: 6/2/23

Editorial: Education Issue

Issue Delivery: 6/30/23

OCTOBER/NOVEMBER 2023

AD MATERIALS DUE: 8/4/23

Editorial: Oktoberfest Issue

Issue Delivery: 9/1/23

DECEMBER/JANUARY 2024

AD MATERIALS DUE: 10/13/23

Editorial: Holiday Issue

Issue Delivery: 11/10/23

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

1/2 Island	1/12
1/6 Horizontal	

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 layout 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.

Full Page no-bleed	
1/3 Square	1/6 Vertical
1/2 Horizontal	
2/3 Vertical	1/3 Vertical