

Economic Yearbooks

Invitation to place an ad

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Expertise and Coverage



OWC Economic Yearbooks

COOPERATING ORGANISATIONS



Confederation of Indian Industry



MOFCOM

Ost-Ausschuss der Deutschen Wirtschaft



Editorial model

The OWC economic yearbooks summarise and analyse the relationships between Germany and some of its major economic partners, supplementing other information provided by the publisher OWC-Verlag für Außenwirtschaft GmbH (economic journals, newsletters, reference books and business portals).

Published in two languages (German and the language of the other country involved), the yearbooks provide a bilateral context for service providers, trade associations and institutions in both countries. A highly effective distribution strategy in Germany and the partner country ensures that the yearbooks convey your message to a target group which can remain elusive for traditional media.

The comprehensive cross-sectional review of economic relations reflects the diversity of business activity.

Editorial focus

- > German activity in the various countries
- > Activities by partner countries in Germany
- > Economic development in the different countries
- > Figures on bilateral economic relations
- > The relationship between regions and the German states
- > Activity by German states in the various countries
- > Trade missions and the outcomes
- > Activities in the key industries including an up-to-date industry review
- > Articles and statements by high-ranking officials from the business and political community, trade associations and other organizations.
- > Service and addresses

Publisher / cooperating organisations

OWC-Verlag für Außenwirtschaft GmbH in collaboration with the Chambers of Foreign Trade and other organisations.

Company and industry articles and reports

- > rural economy
- > banking & insurance
- > construction industry
- > chemical industry
- > consulting
- > electrical/electronics industry
- > energy & raw materials
- > retail trade
- > property market
- > IT & telecoms
- > car industry
- > consumer goods
- > machinery and plant engineering
- > trade shows & conferences
- > food industry
- > legal & taxation
- > tourism
- > transport & logistics

Benefits to the reader

To assess opportunities, managers in the partner countries and at German companies can consult the yearbooks to quickly locate information about the latest market developments in the various countries and in Germany. Rather than presenting a theoretical assessment of opportunities, the yearbooks contain useful information about what is actually going on. The content is organised to meet the needs of each target group in the dual-language versions.

2012 publications

- > German-Chinese Economic Yearbook
- > German-Indian Economic Yearbook
- > German-Kazakh Economic Yearbook
- > German-Polish Economic Yearbook
- > German-Russian Economic Yearbook
- > German-Turkish Economic Yearbook
- > German-Ukrainian Economic Yearbook

Language

The OWC economic yearbooks are published in two languages (the partner country language and German).

Size

100 - 160 pages
 Format: 210 mm wide x 297 mm high
 Type area: 175 mm wide x 265 mm high
 Print run: 8,000 – 12,000 copies

Circulation*

- > to companies and individuals in Germany with a connection to the other country
- > to members and partner organisations
- > at trade shows and events in Germany

* For detailed information please order the media profile of the respective issue

Advertising rates (Cover pages)

U2, U3, 4c EUR 4,950
 U4, 4c EUR 5,400

Advertising rates (image ads)

| Format | b/w | 2c | 4c |
|-----------|-----------|-----------|-----------|
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| 1/2 page | EUR 1,900 | EUR 2,200 | EUR 2,500 |
| 1/3 page | EUR 1,500 | EUR 1,800 | EUR 2,100 |
| 1/4 page | EUR 1,300 | EUR 1,600 | EUR 1,900 |

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When ads are placed in both language sections, we offer a 50% discount on the second ad.

Early booking discount

For ads booked at least 8 weeks prior to the publication date: 10% discount

Chamber of Commerce members

COC members receive a 10% discount

Volume discounts

The following discounts are available for multiple insertions in OWC 2011 economic yearbooks:

| | | | |
|---------|-----|----------|------|
| 3 pages | 5 % | 9 pages | 10 % |
| 6 pages | 8 % | 12 pages | 15 % |

Special rates for company profiles (advertorials)

- > EUR 2,000 for 1/2 page in one language version
- > EUR 3,000 for 1/2 page in both language versions of one issue
- > EUR 3,300 for a full page in one language version
- > EUR 4,950 for a full page in both language versions of one issue
- > EUR 5,300 for a DPS in one language version
- > EUR 7,950 for a DPS in both language versions of one issue

References

The following is a partial list of companies which placed ads or company profiles in recent issues of the OWC economic yearbooks:

- >> AeroSvit, Air Astana, AHC Oberflächentechnik, Alta Lingua, Amitech, Ammann, Arzinger, ATF Bank, Atradius, Baden-Württemberg Ministerium für Wirtschaft,
- >> Balashova Employment Consultants, Bank of Moscow, Bayer, Baysu Rechtsanwältin, Beiten Burkhardt Wirtschaftskanzlei, Best Logistics ITE, Binetzky Brand & Partner, bnt & Partner, Bosch, Brochmüller Spedition, BSO,
- >> CACT, CMS, Commerzbank, Crocus Expo, CT Agro, >> Dagmar Lorenz, Daimler, Dako Worldwide Transport, Derra, Meyer & Partner, Deutsche Welle, DMT, DS-Spedition, DKU Deutsch-Kasachische-Universität, DMAN Deutsche Management Akademie Niedersachsen, DZ Bank, >> E.ON Ruhrgas, EnBW, Euler Hermes Kreditversicherung, Eurocat, Event Marketing, EWE, Expocentr,
- >> FrankfurtRheinMain, Fraport, >> Gealan, GTAI, >> Haller Spedition, hannoverimpuls, Hessen Agentur, Herrenknecht, HypoVereinsbank, >> Imbma, iMove, Intercontainer, InWEnt, Isbank, >> Kazakhstan Consulting, KAZNEX Invest, Knauf Korthus Unternehmensberatung, KPM Königliche Porzellan-Manufaktur, KPMG, Kühne & Nagel, >> Landesspracheninstitut Bochum, LBB Landesbank Berlin, LBBW Landesbank Baden-Württemberg, Leipziger Messe, Loos International, Luther, Lufthansa, >> MAN, Mercedes Benz Russia, Metro Group, >> Netsci, Niedersächsisches Ministerium für Wirtschaft, Nörr, Nowatell, >> O.L.T. Consult, Orlen, Osko, >> Pietsch Architekten, Polzug, Porsche, >> Region Tjumen, Rödl & Partner, Roland Berger, Rumpf Rechtsanwälte, Russia Consulting, Russland Kompetenzzentrum Düsseldorf, RZB Raiffeisen International, >> Sartorius, Scherl & Partner, Schrader, SDZ Legal, Sehlhoff Ingenieurbüro, Siemens, SMS Group, Solaris, Sprachendienst Maidanjuk, Stadt Köln, Stauff, SunExpress, >> Takraf, ThyssenKrupp GfT-Bautechnik, Turkish Air, TÜV International, >> Ukraine Air, Volkswagen, >> VTB Bank, >> Wintershall, Wirtgen, WTS >> Zimmermann Übersetzungen

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SAMPLE COMPANY PROFILE




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Please tick the box


 **German-Chinese Economic Yearbook**
Bilingual: Chinese + German
Publication date: September 2012

 **German-Indian Economic Yearbook**
Bilingual: English + German
Publication date: June 2012


 **German-Kazakh Economic Yearbook**
Bilingual: Russian + German
Publication date: September 2012


 **German-Polish Economic Yearbook**
Bilingual: Polish + German
Publication date: October 2012


 **German-Turkish Economic Yearbook**
Bilingual: Turkish + German
Publication date: June 2012

 **German-Russian Economic Yearbook**
Bilingual: Russian + German
Publication date: November 2012

 **German-Ukrainian Economic Yearbook**
Bilingual: Ukrainian + German
Publication date: December 2012

 **DCW - Annual Report**
Editor: German-Chinese
Business Association
German-language (partially Chinese)
Publication date: June 2012

 **Investing in Russia**
Editor: Association of European Businesses
(AEB)
German-language
Publication date: May 2012

 **Central and Eastern European Yearbook**
Editor: Committee on Eastern European
Economic Relations
German-language
Publication date: June 2012

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Company

Contact person

Department

Street/No.

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