

Australia's only
German Language Newspaper

Die

Woche

Australien



published by

Bakarti PTY Ltd.
36A1/34 Fitzroy Street
Marrickville, NSW 2204
Tel.: 02 9550 1622

Tel.: 02 4339 1924 (for advertising)

Email: office@DieNeueWocheAustralien.de

Web: www.DieNeueWocheAustralien.de (coming soon)

... represents an important section of the Australian Nation. German speaking people are an important cultural and economical force in Australia. They can be found in all areas of business throughout the country.

A large number of businesses are owned by German speaking people, and German speaking managers fill many top level positions.

In spite of the fact that 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 and in everything European. That is why German speaking people read “Die **Woche** Australien“ – and why „Die **Woche** Australien“ holds the German speaking community together.

“Die **Woche** Australien“ 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 and cultural aspects of Germany.

Die

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„Die *Woche* Australien“ provides information for the German speaking people – information, most of which cannot otherwise be obtained in Australia.

„Die *Woche* Australien“ covers in-depth the political, economical and cultural developments in Europe, brings Australian and world 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 (e.g. clubs, young people) as well as sports results and comments from Europe (e.g. European Soccer Leagues, Winter Sports).

„Die *Woche* Australien“ is a weekly newspaper, published every Tuesday.

„Die *Woche* Australien“ is read every week by more than 30.000 readers.

„Die *Woche* Australien“ is distributed nationwide by subscription and through news agents. The largest readership lives in New South Wales, followed by Victoria, Queensland, South Australia, Western Australia, Northern Territories and Tasmania.

IN SHORT: „Die *Woche* Australien“ provides what the German speaking community requires.

... is the most effective way of reaching the German speaking community. As this section of the public is rather mixed, there are needs for all sorts of products and services.

As various readership-surveys over the years indicated, the majority of our readers are part of an established German speaking community. They often have their own home, are settled in and possess accumulated savings. They enjoy investing in quality goods & services to enhance their life-style. Making investments to secure their financial future was one of their top priorities.

A smaller but growing percentage of our readers represents a new generation: born in Australia with all the needs to be established. Many follow recommendations, but keeping readers informed about your company is strongly recommended.

An even smaller and very fluctuating percentage of our readers are students and German speaking tourists – working people on shorter visits and a large number of backpackers. 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 they speak English in most cases, any German speaking service can be an additional benefit to attract their attention.

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Advertising Rates & Details

1 column cm	7.00
3 column cm	21.00
Each additional column cm	7.00
SPECIAL: Frame inside of crossword	60.00

Rate Examples:

Full page	1,250.00
Half page	635.00
Quarter page	325.00

Please see the examples on page 4. of this rate-card.

All prices are per week, in AUD and do not include GST nor artwork.

Technical Details

Page Size	180 col. cm
Columns to page	5
Height of column	38 cm
Width of column	5 cm
Single column	4.8 cm

Style: Tabloid, 24 pages

Full colour: Additional \$50 per page

File format: (ad, pictures) .jpg, .tif, .png or .pdf

Deadline: Friday prior to week of publication at 18:00 AEST

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

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

Our special service and advice will ensure that all of 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.

Full Page (370 x 250 mm) - \$1,250.00

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1/2 Page (185 x 250 mm) \$635.00

1/4 Page (185 x 125 mm) \$325.00

*Almost every size and format is possible,
please ask us!
For full colour please add \$50.00
per ad – irrespective of size
Prices are for one-off ads
For two in a row the discount is 5 %
For three in a row the discount is 10 %
For more than three in a row you save 15 %
Special discounts for long term ads*

Style: Tabloid, 24 pages

File format: .jpg, .tif, .png or .pdf

Deadline:

Friday prior to publication at 18:00 AEST

*Prices include printing and publishing
and are plus GST*

1/8 Page (92 x 125 mm) \$170.00

1/16 Page (92 x 62 mm)
\$90.00

1/32 Page (46 x 62 mm)
\$50.00

