

Media Kit 2017

Our Network - Your Platform for Success



Delegation der Deutschen Wirtschaft
für Saudi-Arabien, Bahrain und Jemen
German-Saudi Arabian Liaison Office
for Economic Affairs (GESALO)
مكتب الإتصال الألماني للسعودي للشؤون الإقتصادية



The German Chamber Network 



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GESALO

Who we are & what we stand for

The German-Saudi Arabian Liaison Office for Economic Affairs (GESALO) has been the official representative of German Industry and Commerce for Saudi Arabia, Bahrain and Yemen since 1978. Our vision and mission is to strengthen business ties between Germany and our host countries, and to contribute to mutually beneficial economic relations. With our events and gatherings, our online and offline publications we offer an excellent choice of advertisement opportunities.

Why advertise with us

- Network of 25,000 companies and decision-makers in Germany, Saudi Arabia, Bahrain, and Yemen
- Publications are distributed to a distinguished readership of more than 8,500 relevant contacts
- Our events regularly attract hundreds of guests
- Our services connect companies with the objective to facilitate profitable co-operations and create a favorable business environment

Maximize your company's exposure and reach new customers by taking advantage of our media channels.

Your Advertising & Sponsorship Opportunities

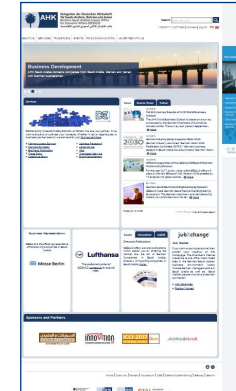
German-Saudi Business Magazine



Newsletter



Website



Events





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German-Saudi Business Magazine (GSBM)

Our flagship publication

- Sector-specific topics for each publication, e.g. infrastructure, petrochemicals, agriculture
- Market insights, articles, and interviews with key decision-makers
- Profiles of German companies including contact information
- Information about trade fairs in Germany
- Latest GESALO news about our projects and events

Facts

- Circulation print: 2,000 copies
- Distribution network:
 - Hardcopy to 200 key decision-makers in Saudi Arabia and Bahrain (e.g. CEOs of German and Saudi companies, Chambers of Commerce, embassies)
 - Softcopy to more than 8,500 business contacts and 79 German Chambers of Commerce and Industry
 - Available at every GESALO event in Germany, Saudi Arabia, and Bahrain
- E-Magazine available for download on our website

Discounts
2 issues: 10%
3 issues: 15%
4 issues: 20%

Your opportunities

Premium positions		
Back Cover SAR 7,900	Inside Cover (front) SAR 6,200	Inside Cover (back) SAR 5,800

Preferred positions			
Double Page SAR 6,900 	Single Page SAR 4,700 	Half Page SAR 3,900 	2 Page Splits SAR 4,500

Specials	
Advertorial <ul style="list-style-type: none"> • Cover story (2-4 pages) • 2 ads (single page) SAR 12,000	Logo Placement* SAR 1,500

Did you know?
Logo Placement is included, if you choose any Premium or Preferred Position or Advertorial.

*Example company logos



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saudiarabien.ahk.de

- Highly qualified business traffic from Germany (74.73%) & Saudi Arabia (12.05%)
- Pageviews/month: >7,000
- Bounce rate: <24%
- Ø session duration: 1:53min
- New visitors: ca. 40%

Your opportunities

“Hero Slider” (max. 2)

- Most prominent position on the website
- Rotating image + textbox(1 out of 5)

3 months: SAR 7,500

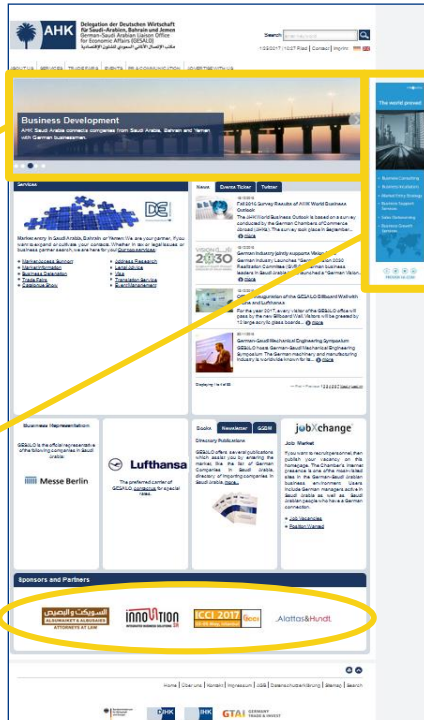
Large side-banner

- Rotating image + starting part

12 months: SAR 15,000

Logo Placement (bottom)

6 months: SAR 3,500
 12 months: SAR 6,000



Newsletter

Our monthly newsletter reaches more than 8,500 decision-makers in Germany, Saudi Arabia, Bahrain, and Yemen. It informs about the most important information and updates regarding the economic development in Saudi Arabia and its trade relations with Germany.

Your opportunities

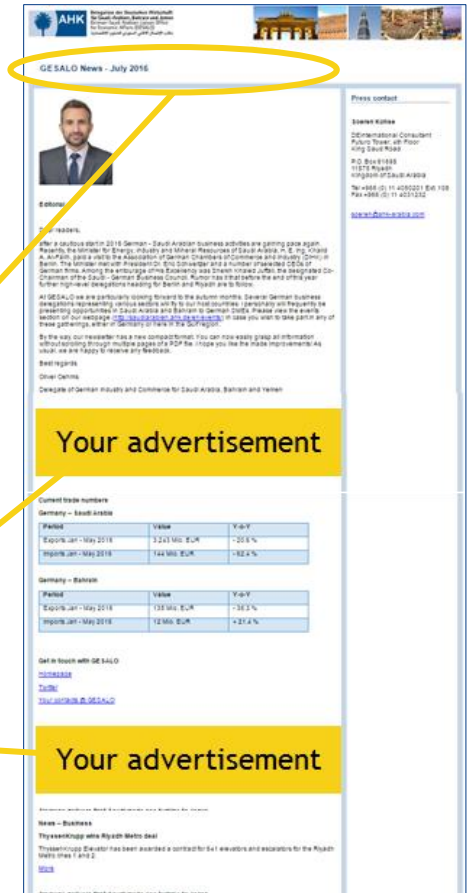
Sponsorship

- “GESALO News presented by YOUR COMPANY”

1 issue: SAR 3,500

1 Banner Ad

3 issues: SAR 4,500
 6 issues: SAR 6,500
 12 issues: SAR 9,500





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German Breakfast and Catalog Show

Every year, GESALO organizes the German Breakfast and Catalog Show in five different cities in Saudi Arabia and Bahrain. It is a popular platform for German companies without an own local representation to show their product and service portfolio to an interested audience of up to 650 guests.



The event is traditionally attended by high-level representatives from the German embassy and the local Chamber of Commerce and Industry. The combination of distinguished guests and representatives from the local business community makes it the perfect opportunity for networking people of interest.

Your opportunities

Platinum Sponsor

- Opening speech
 - Large booth
 - Large stage banner
- 5 events: SAR 20,000

Gold Sponsor

- Named in opening speech
 - Small booth
 - Logo on joint stage banner
- 5 events: SAR 14,000

Silver Sponsor

- Named in opening speech
 - Logo on joint stage banner
- 5 events: SAR 10,000



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Publications

Entering a new market requires insight knowledge about the companies, laws, and regulations. GESALO offers six tailor-made publications, which can be ordered online.

At least every four years all publications are re-edited and brought up-to-date.

Our portfolio includes:

- Directory of Saudi Importing Companies
- Directory of German Companies and Their Representatives in Saudi Arabia
- Business & Legal Guide*
- Labor and Employment Law*
- Industrial Property Protection Law*
- Public Procurement Law*



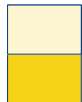
* In German language

Your opportunities

2 Single Pages
SAR 4,900



2 Half Pages
SAR 3,500



5 Page Splits
SAR 3,700



Discounts

- 2 publications: 10%
- 4 publications: 15%
- 6 publications: 20%

GESALO Billboard Wall & TV

Everyday, business people visit the GESALO office with various aims. They wish to search for potential suppliers, customers, joint-venture partners, trading partners, agents, and build up their investments.

The reception area of our office invites guests to sit on comfortable leather couches and offers interesting reading material. While waiting for an appointment, guests can inform themselves about your company's product and service portfolio.

Billboard Wall

- Large display of company logo in reception area
- Displayed prominently so that every visitor will see the logo



GESALO TV

- Large flat-screen TV shows your company ads during office hours

Your opportunities

Logo on Billboard Wall
12 months: SAR 2,500

Ads on GESALO TV
3 months: SAR 1,500



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Advertising Packages

Package 1: "Pole Position"

- German Breakfast and Catalogue Show: Platinum Sponsor
- GSBM: Double Page for 4 issues

Normal Price: SAR 44,580

Package Price: SAR 37,900

Discount:
- SAR 6,680

Package 2: "Front Runner"

- Logo on Billboard Wall and Ads on GESALO TV or 1 year
- E-Newsletter: Banner Ad for 12 months
- GSBM: Back Cover for 4 issues

Normal Price: SAR 40,780

Package Price: SAR 33,900

Discount:
- SAR 6,880

Package 3: "High Potential"

- Logo on Billboard Wall and Ads on GESALO TV or 1 year
- E-Newsletter: Banner Ad for 6 months
- GSBM: Single Page for 4 issues

Normal Price: SAR 27,540

Package Price: SAR 23,900

Discount:
- SAR 3,640

Your are welcome to contact us.

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