

# 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 الاقتصادية



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

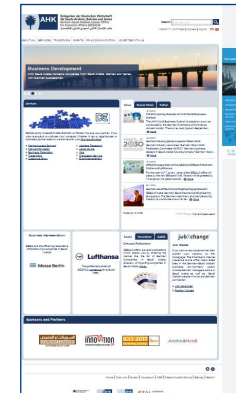
### German-Saudi Business Magazine



### 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



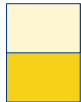
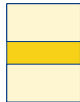
### Facts


- 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		
<b>Back Cover</b> SAR 7,900	<b>Inside Cover (front)</b> SAR 6,200	<b>Inside Cover (back)</b> SAR 5,800

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

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

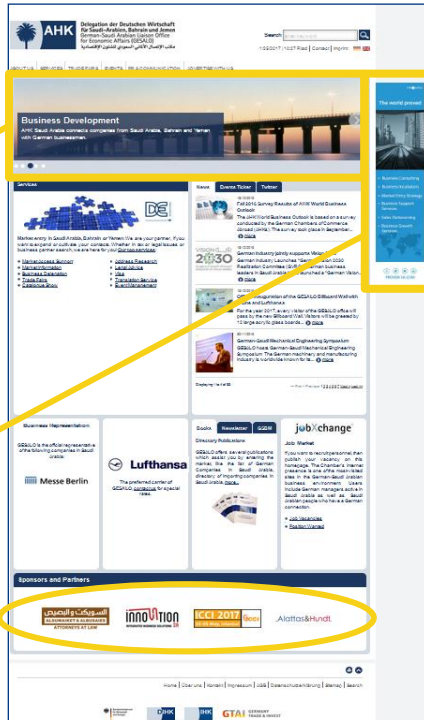
- Most prominent position on the website
  - Rotating image + textbox(1 out of 5)
- 3 months: SAR 7,500

#### Large side-banner

- Rotating image + text starting part
- Sold Out in 2017**
- 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\*



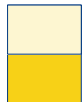
\* In German language

### 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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