



AHK

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



Media Kit 2018

German-Saudi Arabian Liaison Office
for Economic Affairs

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Who we are

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 **network of 25,000 companies and decision-makers in Germany, Saudi Arabia, Bahrain, and Yemen**, we offer an excellent choice of advertisement opportunities.




German-Saudi Business Magazine (GSBM)

Circulation print:	2,000	hardcopies
	500	key decision-makers
Softcopy :	8,500	German-Saudi business contacts
	79	German Chambers

E-Magazine shared in our [Social Media](#) channels



Your opportunities

Your opportunities			
Premium positions			
Back Cover SAR 6,800	Inside Cover (front) SAR 6,500	Inside Cover (back) SAR 6,200	
Preferred positions			
Double Page SAR 7,500 	Single Page SAR 5,500 	Half Page SAR 4,000 	Please request for individual formats and prices!



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Website & Newsletter

Newsletter: 7,500 German-Saudi business contacts

12 issues per year

Website: 81,500 Pageviews/year

25,300 Users/year

Website-Relaunch in April 2018

Your opportunities

Logo Placement (Website)

12 months: SAR 7,000

Banner Ad (Newsletter)

6 issues: SAR 7,500
12 issues: SAR 10,500

The screenshot shows the website header with the AHK and GESALO logos. Below the header is a Twitter follow button and a newsletter subscription link. The main content area features a large group photo of a delegation of engineers and architects from Baden-Wuerttemberg in Driyjah, Saudi Arabia. Below the photo is a caption and a 'Dear readers' section. The newsletter content includes a list of upcoming events in 2018, such as 'Presentation & Press conference of Messe Düsseldorf GmbH' and 'Water Tech Saudi Arabia'. It also lists trade fairs in Hannover and Munich, with logos for Hannover Messe and IFAT. The bottom section highlights 'GESALO Premium Partners 2018' (Lufthansa, V-LINE GROUP, ThyssenKrupp) and 'GESALO Gold Partners 2018' (Linde, Coperion).



Publications

Our portfolio includes:

- Directory of Saudi Importing Companies
- Directory of German Companies and their Representatives in Saudi Arabia
- Business & Legal Guide*
- Arbeits- und Sozialrecht*
- Gewerblicher Rechtsschutz Saudi-Arabien*
- Vergaberecht Saudi-Arabien*

** In German language*








Your opportunities	
<p>Double Page SAR 10,000</p> 	<p>Single Page SAR 7,500</p> 

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**.

Pricing

German-Saudi Business Magazine			
Premium positions			
Back Cover SAR 6,800	Inside Cover (front) SAR 6,500	Inside Cover (back) SAR 6,200	
Preferred positions			
Double Page SAR 7,500 	Single Page SAR 5,500 	Half Page SAR 4,000 	Please request for individual formats and prices!
Website, Newsletter & Publications			
Website		Newsletter	
Logo Placement SAR 7,000 (12 months)	Banner Ad SAR 10,500 (12 months)	Banner Ad SAR 7,500 (6 months)	
Publications			
Double Page SAR 10,000 	Single Page SAR 7,500 	Directory of German Companies and their Representatives in Saudi Arabia Directory of Saudi Importing Companies Business & Legal Guide* Labor and Employment Law* Industrial Property Protection Law* Public Procurement Law*	

Our Events

We host:

More than **15 business delegations** with more than
200 participants per year

over **35 events** in Saudi Arabia and in Bahrain with
more than **1,500 participants**

Highlights:

- GESALO 40 Years Anniversary
- German Breakfast & Catalogue Show
- German Business Circle Meetings
- German-Saudi Startup Competition
- German Job Opportunity Fair