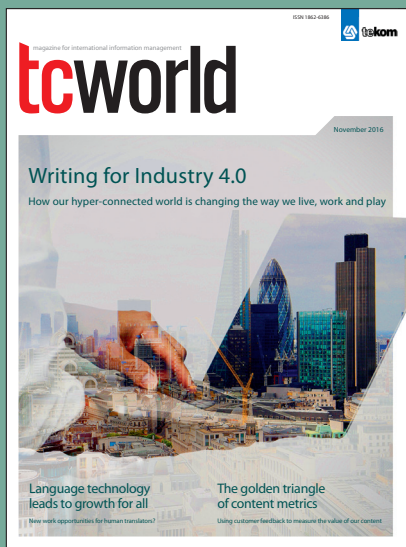


magazine for international information management

tcworld

Media Kit 2017

Become part of tcworld magazine with our great package deals on advertisements



» Highly targeted global readership

» Distributed at all major industry events

» Over 18,000 online subscribers

tcworld magazine – the world of global information management

What is tcworld magazine?

tcworld magazine is tekomp's magazine for international information management. tcworld magazine focuses on how companies face the challenges of communicating with customers, partners and employees in an increasing number of international markets.

Our magazine covers

- **intelligent information**, including Industry 4.0 and Augmented Reality topics
- **user experience**, including content marketing and customer experience topics
- **technical writing** from content creation techniques through to publishing and process management
- **team management**, including methods of staff retention, motivation and stress management as well as team communication techniques
- **cultures and markets**, where we explore various regions and locales and illuminate legal requirements and cultural etiquettes.
- **translation and localization**, including terminology management, translation management and localization standards

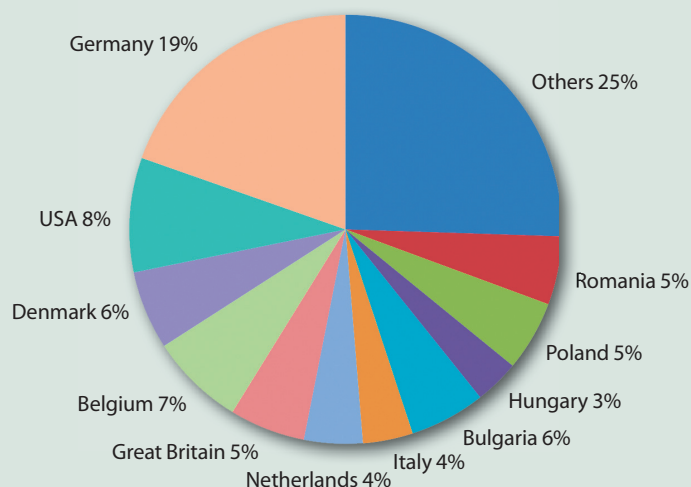


Who reads tcworld magazine?

tcworld magazine is aimed at professionals from all corporate levels and work fields, who face the challenges of international information management. Our readers include specialists and opinion leaders from technical communication, translation, localization, content marketing, intercultural communication and other fields.

Issue	Issue 1/2016	Issue 2/2016	Issue 3/2016	Issue 4/2016
Total circulation	2,700	2,000	2,000	4,300

Who reads tcworld magazine?



■ *Others: Argentina, Australia, Austria, Canada, China, Croatia, Czech Republic, Egypt, Finland, France, Greece, India, Indonesia, Ireland, Israel, Japan, Luxembourg, Malaysia, Malta, Norway, Portugal, Russia, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Turkey, Ukraine, Vietnam

Reach out to professionals from around the world

Publication dates and deadlines

Issue	Booking deadline	Submission deadline	Publication date
Issue 1	12/19/2016	01/09/2017	02/07/2017
Issue 2	02/24/2017	03/10/2017	04/10/2017
Issue 3	06/02/2017	06/16/2017	07/17/2017
Issue 4	09/06/2017	09/20/2017	10/19/2017

Event overview

Issue	Issue 1/2017	Issue 2/2017	Issue 3/2017	Issue 4/2017
Planned circulation (printed copies)	2,700	2,000	2,000	4,300
Covered events Display and/or Distribution	tcworld India 2016 Bangalore, India (February 23 – 24) COMTecnica Bologna, Italy (March 22 – 23) TLConference Warsaw, Poland (March 24 – 25) GALA 2017 Amsterdam, Netherlands (March 26 – 29) Intelligent Content Las Vegas, NV, USA (March 28 – 30) MadWorld San Diego (April 2 – 5) tekom Spring Conference Kassel, Germany (April 6 – 7)	Evolution of Technical Communication Berlin, Germany (April 20 – 21) tcworld China Shanghai, China (May 8 – 9) Information Energy Utrecht, Netherlands (May 9 – 10) ETC Sofia, Bulgaria (June 1 – 2) UA Europe Harrogate, UK (June 7 – 9)	UA Reloaded Walldorf, Germany (July 25 – 26) Content Marketing World Cleveland, USA (September 5 – 8) NORDIC TechKomm Copenhagen, Denmark (September 12 – 13)	tcworld conference Stuttgart, Germany (October 24 – 26)



Rates

	Live	Trim	Prices*
1/1 page	–	210 x 280	2,100 EUR
1/2 page landscape format	188 x 133	210 x 140	1,060 EUR
1/2 page portrait format	96 x 226	105 x 280	1,060 EUR
1/3 page landscape format	188 x 93	210 x 93	680 EUR
1/3 page portrait format	61 x 226	70 x 280	680 EUR
1/3 page	122 x 113	–	680 EUR
1/4 page landscape format	188 x 70	210 x 70	540 EUR
1/4 page	94 x 113	–	540 EUR
1/4 page	61 x 170	–	540 EUR
1/4 page	122 x 85	–	540 EUR
1/1 page 2nd or 3rd cover page	–	210 x 280	2,500 EUR
1/1 page 4th cover page (back cover)	–	210 x 280	2,770 EUR

* Please note: All prices exclude VAT.

Price reductions and package deals

Reduction for repetitions Buy ads by the bundle	2 x in 2017	> 2%	4 x in 2017	> 5%	8 x in 2017 and 2018	> 12%
Reduction for volume Buy ads by advertising space	2 pages in 2017	> 3%	4 pages in 2017	> 7%	8 pages in 2017 and 2018	> 15%

Early-bird specials

Introductory reduction
for bookings made until
12/12/2016

10%

Package deals

Simultaneous advertising in
tcworld magazine and
,technische kommunikation' (tk'), tk' ad +
tcworld magazine ad

10%

on ad in
tcworld magazine



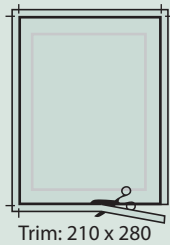
,technische kommunikation'
is a German-language magazine
for technical communicators

- > Appears 6 times a year
- > 10,000 copies per issue

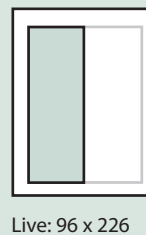
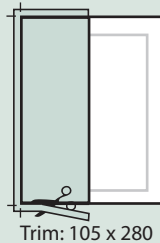
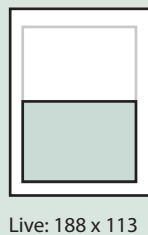
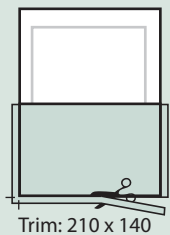
Sizes

Rates and sizes

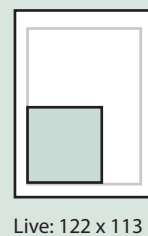
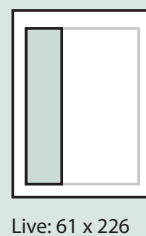
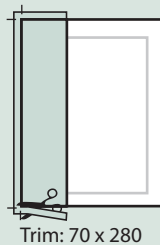
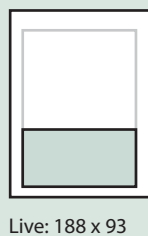
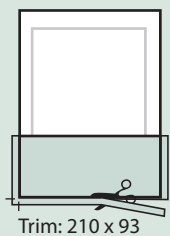
1/1 page



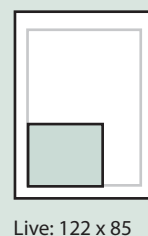
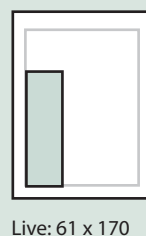
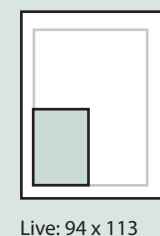
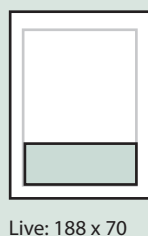
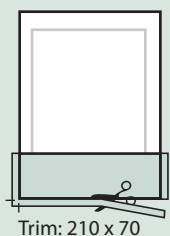
1/2 page



1/3 page



1/4 page



For special formats please contact us.

Please read our terms and conditions at <http://www.tcworld.info/footer/advertise/>

Advertising formats

Digital data: PDF, preferred PDF X-1a.

Size: See below. For bleed advertisements please add additional 3 mm on all sides for trimming.

Image resolution: All images are modified in 300 dpi, bitmap in 1200 dpi.

Color/Profile: 4c (CMYK) / Iso Coadet V2.
All black fine lines and black text in 100% K.

Banner advertisement



Photo: Apple

	tekom.de		tekom.eu		tcworld.info	
Banner advertisement	(WebPortal/Conference Portal/Country Organizations)					
	· German		· English		· English	
Full-size banner (GIF or JPEG)	for tekom company members	for non-members	for tekom company members	for non-members	for tekom company members	for non-members
small (468x60 Pixel)	400EUR / month	500EUR / month	400EUR / month	500EUR / month	150EUR / month	250EUR / month
large (728x90 Pixel)	500EUR / month	600EUR / month	500EUR / month	600EUR / month	200EUR / month	300EUR / month
Additional categories	· Fachartikel · Publikationen · Mitgliedschaft · Beruf & Bildung · Dokupreis · intro · Tagungen · Dienste		· Technical articles · Publications · Membership · Career & Education · Conferences		· e-magazine · Events · News · Services · Education & Training	
Category selection (price per category)	80EUR / month	90EUR / month	80EUR / month	90EUR / month	40EUR / month	50EUR / month

Approx. **32,000 visitors** a month
87% of the total visitors are from German-speaking countries
 (Germany, Austria, Switzerland)
 Format: **Full-size-banner** (468x60 pixels or 728x90 pixels)
 in GIF or JPG
 Placement: Banner exchange program **randomly**

Approx. **10,500 visitors**
 a month
50% of the total visitors are from English-speaking countries
 (USA, UK, India, Canada, Australia)
 The website is **international**
 Placement: Banner exchange program **randomly**

All prices exclude VAT.

Package deal

Book a banner advertisement on
www.tekom.de / www.tekom.eu and save
10%
 on the banner advertisements on
www.tcworld.info

Booking options:

Monthly banner advertisement.
 In addition, you can display
 your banner in selected categories.

Reduction for repetitions

Buy banners by the bundle

3 months

> 5%

6 months

> 10%

9 months

> 15%

12 months

> 20%

Promote your business with an advertorial in tcworld magazine

► Topics

Exhibitors can choose from the following topics:

- TBA

The advertorial presents exhibitors with a unique opportunity to reveal their know-how within the selected topics. It consists of a short text, company logo, web address, and booth number at the tekomp fair. It is also possible to include a small infographic or image.

► Key benefits

- **Present your organization**
 - Draw our readers' attention to what you know best
- **Gain visibility**
 - Your company logo will ensure that your company is recognized at a glance
- **Prove your excellence**
 - Readers will realize your expertise and topic knowledge
- **Distinguish yourself**
 - Our special advertorials stand out boldly from other magazine content
- **Reach out to your target audience**
 - tcworld magazine's circulation is over 4,000

► What's included

- Publication of your half-page advertorial in tcworld magazine, Issue 4/2017 (publication October 19, 2017)
- Publication in our online conference portal
- Editing services, layout and print reviews

► Technical requirements

- **Text**
 - Header: 40 characters max., incl. spaces
 - Sub-header: 400 characters max., incl. spaces
 - Text: 1,600 characters with infographic or 2,000 characters without infographic, incl. spaces
- **Graphic material**
 - Resolution: min. 300 dpi, size: 6 x 4 cm
 - Format: JPG or TIFF
- **Company logo (vector graphics)**
 - Resolution: 1,200 dpi
 - Format: PDF/EPS/TIFF

► Price and deadlines

Half-page advertorial: 710 EUR + VAT

Booking deadline: September 6, 2017

Submission deadline: September 12, 2017



Contact



magazine for international
information management

The terms and conditions of business for advertisements and other advertising material apply for bookings of ads in the tcworld magazine and banner ads, and are available at:
<http://www.technical-communication.org/media-kit.html>



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