

magazine for international information management

tcworld

Media Kit 2018

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



» Highly targeted global readership

» Distributed at all major industry events

» more than 3.000 magazines distributed at the tcworld conference

tcworld magazine – the world of global information management

What is tcworld magazine?

tcworld magazine is tekom’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
- **user experience**, including content marketing and customer experience
- **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

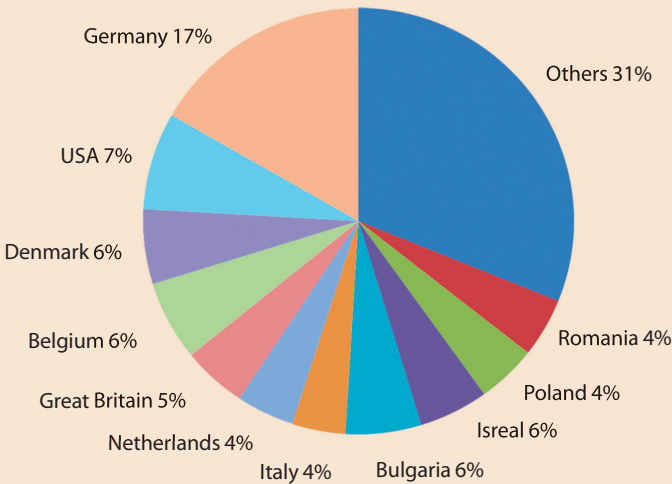


Who reads tcworld magazine?

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 1/2017	Issue 2/2017	Issue 3/2017	Issue 4/2017
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, Ghana, Greece, India, Indonesia, Ireland, Israel, Japan, Korea, Luxembourg, Malaysia, Malta, Norway, Pakistan, 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	January 3	January 17	February 14
Issue 2	March 6	March 20	April 17
Issue 3	June 6	June 20	July 18
Issue 4	September 11	September 25	October 24

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	Information Energy Amsterdam (March 1 – 2) tcworld India Bangalore (March 7 – 8) Intelligent Content Las Vegas (Mar 20 – 22) GALA 2018 Boston (Mar 13 – 16) tekom Spring Conference Koblenz (Apr 19 – 20) TL Conference Warsaw (Mar 23 – 24) COM Tecnica Bologna (April)	MadWorld 2018 San Diego (June 3 – 6) Evolution of TC 2018 Sofia (May 31 – Jun 1) UA Reloaded Walldorf (Jun 13 – 14) Content Connections Berlin (May 14 – 15) tcworld China Shanghai (Apr 15 – 16)	Content Marketing World Cleveland (Sep 4 – 7) NORDIC TechKomm Copenhagen (Sep)	tcworld conference Stuttgart (Nov 13 – 15)



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 2018	>	2%	4 x in 2018	>	5%	8 x in 2018 and 2019	>	12%
Reduction for volume Buy ads by advertising space	2 pages in 2018	>	3%	4 pages in 2018	>	7%	8 pages in 2018 and 2019	>	15%

Early-bird specials

Introductory reduction
for bookings made until
01/10/2018

10%

Package deals

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

10%
on ad in
tcworld magazine



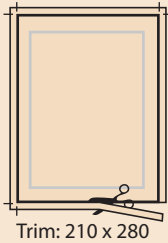
,technische kommunikation'
is a German-language magazine
for technical communicators

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

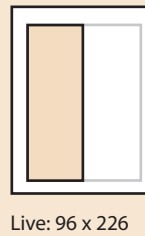
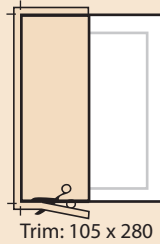
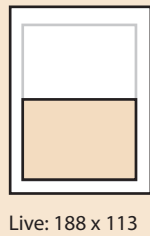
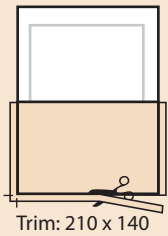
Sizes

Rates and sizes

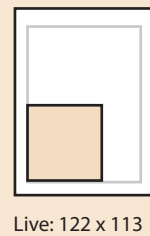
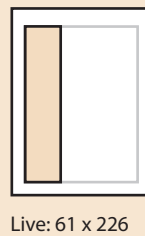
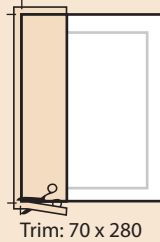
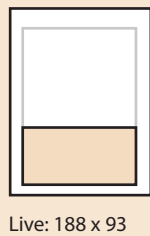
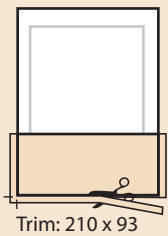
1/1 page



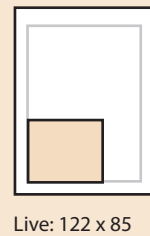
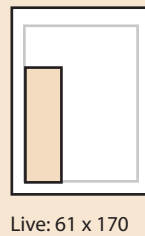
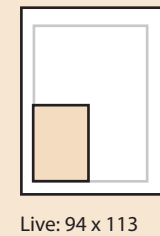
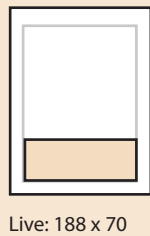
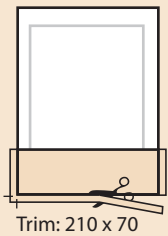
1/2 page



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)	400 EUR / month	500 EUR / month	400 EUR / month	500 EUR / month	150 EUR / month	250 EUR / month
large (728x90 Pixel)	500 EUR / month	600 EUR / month	500 EUR / month	600 EUR / month	200 EUR / month	300 EUR / 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)	80 EUR / month	90 EUR / month	80 EUR / month	90 EUR / month	40 EUR / month	50 EUR / 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 4/2018 (publication October 24, 2018)
- 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 11, 2018

Submission deadline: September 17, 2018



Contact

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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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