

magazine for international information management

# tcworld

## Media Kit 2021

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



» Highly targeted global readership

» Distributed at all major industry events

» Distributed at the tcworld conference

# 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 topics such as:

- **intelligent information**, including Industry 4.0 and Augmented Reality
- **user experience**, including content marketing and customer experience
- **technical writing** from content creation techniques 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



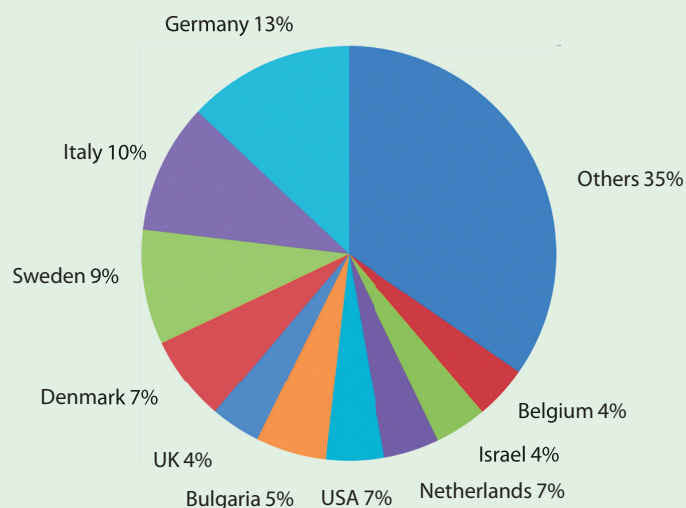
## Who reads tcworld magazine?

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.

**Total circulation 2020:** 6,200 issues + online distribution at the digital tcworld conference 2020

**Total estimated Circulation 2021:** 8,000

## Who reads tcworld magazine?



- Others\*
- Belgium
- Israel
- Netherlands
- USA
- Bulgaria
- UK
- Denmark
- Sweden
- Italy
- Germany

\*Others: Argentina, Australia, Austria, Bangladesh, Belarus, Canada, Croatia, Czech Republic, Estonia, Finland, France, Great Britain, Greece, Hungary, India, Ireland, Israel, Japan, Latvia, Lithuania, Luxembourg, Malta, New Zealand, Norway, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, South Korea, Spain, 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 12	January 20	February 17
Issue 2	March 3	March 17	April 20
Issue 3	June 1	June 16	July 15
Issue 4	September 7	September 22	October 21

## Event overview

Issue	Issue 1/2021	Issue 2/2021	Issue 3/2021	Issue 4/2021
<b>Covered events</b>  Display and/or distribution	<b>tcworld India</b> online (March 2021)  <b>NORDIC TechKomm</b> Stockholm, Sweden (March 2021)	<b>tekomp-Frühjahrstagung</b> online (Apr 21-22, 2021)  <b>ComTecnica</b> Rimini, Italy (May/June 2021)  <b>Evolution of TC</b> online (June 2021)	<b>tcworld China</b> Shanghai, China (September 2021)  <b>NORDIC TechKomm</b> Copenhagen, Denmark (September 2021)  <b>Gala conference</b> Dublin, Ireland (Sep 12-15, 2021)  <b>MadWorld</b> Austin, TX (Oct 3-5, 2021)	<b>tcworld conference</b> online/Stuttgart, Germany (Nov 8-11, 2021)



# Rates

	Live	Trim	Prices*
<b>1/1 page</b>	–	210 x 280	2,175 EUR
<b>1/2 page</b> landscape format	188 x 133	210 x 140	1,095 EUR
<b>1/2 page</b> portrait format	96 x 226	105 x 280	1,095 EUR
<b>1/3 page</b> landscape format	188 x 93	210 x 93	705 EUR
<b>1/3 page</b> portrait format	61 x 226	70 x 280	705 EUR
<b>1/3 page</b>	122 x 113	–	705 EUR
<b>1/4 page</b> landscape format	188 x 70	210 x 70	560 EUR
<b>1/4 page</b>	94 x 113	–	560 EUR
<b>1/4 page</b>	61 x 170	–	560 EUR
<b>1/4 page</b>	122 x 85	–	560 EUR
<b>1/1 page</b> 2nd or 3rd cover page	–	210 x 280	2,590 EUR
<b>1/1 page</b> 4th cover page (back cover)	–	210 x 280	2,870 EUR

\* Please note: Prices do not include VAT.

# Price reductions and package deals

<b>Reduction for repeat placements</b> Buy ads by the bundle	2 x in 2021	2%	4 x in 2021	5%	8 x in 2021 and 2022	12%
<b>Reduction for volume</b> Buy ads by advertising space	2 pages in 2021	3%	4 pages in 2021	7%	8 pages in 2021 and 2022	15%

## Early-bird specials

Introductory reduction  
for bookings made until  
01/12/2020

**10%**

## Package deals

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

**10%**  
on ad in  
tcworld magazine



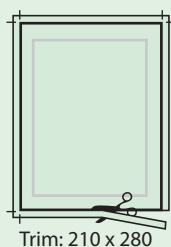
**'technische kommunikation'**  
is a German-language magazine  
for technical communicators

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

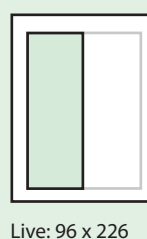
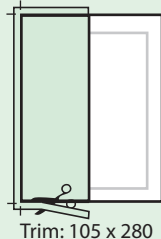
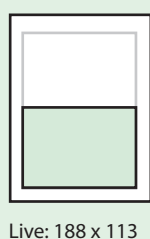
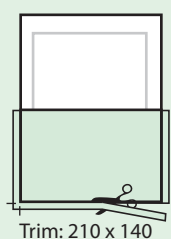
# Sizes

## Rates and sizes

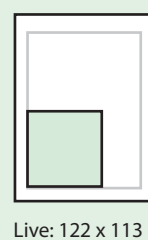
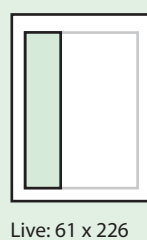
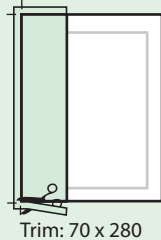
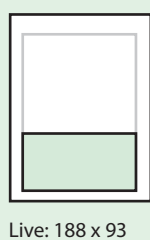
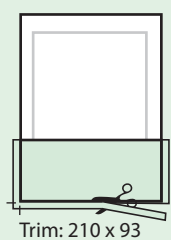
### 1/1 page



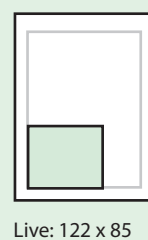
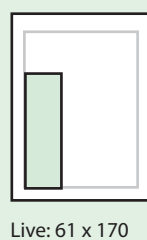
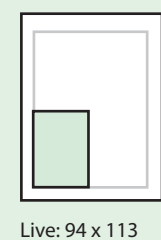
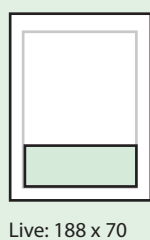
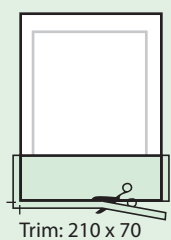
### 1/2 page



### 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

	tekomp.de		tekomp.eu		tcworld.info	
Banner advertisement	(WebPortal/Conference Portal/Country Organizations)					
	· German		· English		· English	
Full-size banner (GIF or JPEG)	for tekomp company members	for non-members	for tekomp company members	for non-members	for tekomp 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 repeat placements**  
 Buy banners by the bundle

3 months

> 5%

6 months

> 10%

9 months

> 15%

12 months

> 20%

# Advertorial

## Promote your business with an advertorial in tcworld magazine

### ► Suggested topics

Augmented Reality, Virtual Reality, Intelligent Information, Translation Technology and Services, Localization, Technical Communication, Terminology

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 stand 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
- 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



# Contact



magazine for international  
information management

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



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