

magazine for international information management

tcworld

Media Kit 2019

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 tekoms 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

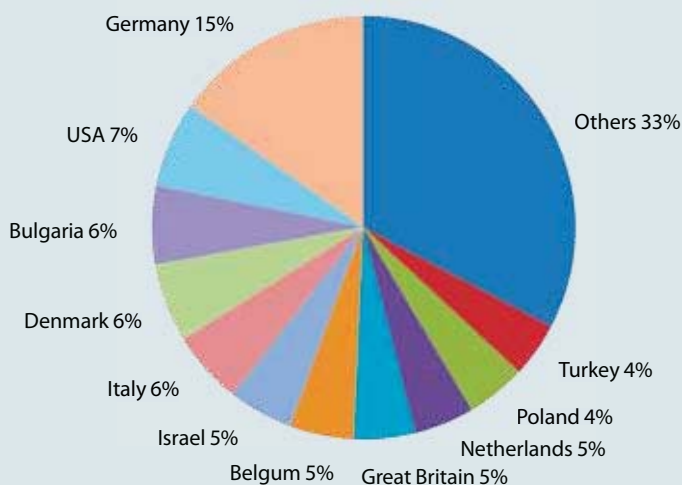


Who reads tcworld magazine?

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 1/2018	Issue 2/2018	Issue 3/2018	Issue 4/2018
Total circulation	2,700	2,000	2,000	4,300

Who reads tcworld magazine?



■ *Others: Argentina, Australia, Austria, Bangladesh, Canada, China, Croatia, Czech Republic, Egypt, Estland, Finland, France, Greece, Hungary, India, Ireland, Japan, Luxembourg, Malaysia, Malta, Norway, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, 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 15
Issue 2	March 6	March 18	April 17
Issue 3	May 22	June 5	July 18
Issue 4	September 13	September 25	October 25

Event overview

Issue	Issue 1/2019	Issue 2/2019	Issue 3/2019	Issue 4/2019
Planned circulation (printed copies)	2,700	2,000	2,000	4,300
Covered events Display and/or Distribution	tcworld India Bangalore (Feb 28 – Mar 1) tekom Frühjahrstagung Vienna (Mar 21-22) GALA 2018 Munich (Mar 24-27) Content Tech Summit San Diego (Apr 8-10) Information Energy Amsterdam (Apr 11-12) MadWorld San Diego (Apr 14-17)	COM Tecnica Bologna (May 7-8) Content Connections Berlin (May 14-15) St. Leon-Rot (May 15-16) tcworld China, Shanghai (May 30-31) Evolution of TC Sofia (June) soap! conference Krakow (Jun 5-7)	Content Marketing World Cleveland (Sep 3-6) NORDIC TechKomm Copenhagen (Sep) LavaCon tbd (Oct)	tcworld conference Stuttgart (Nov 12-14) DITA Europe tba (November) MEGAComm Jerusalem (Feb 2020)

Annual circulation:
over 10,500 copies

Displayed and/or distributed at
all major industry events

Reaching
over 5,000 conference
participants

More than 18,000
online subscribers

Rates

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

* Please note: All prices exclude VAT.

Price reductions and package deals

Reduction for repetitions Buy ads by the bundle	2 x in 2019	>	2%	4 x in 2019	>	5%	8 x in 2019 and 2020	>	12%
Reduction for volume Buy ads by advertising space	2 pages in 2019	>	3%	4 pages in 2019	>	7%	8 pages in 2019 and 2020	>	15%

Early-bird specials

Introductory reduction
for bookings made until
01/17/2019

10%

Package deals

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

10%
on ad in
tcworld magazine

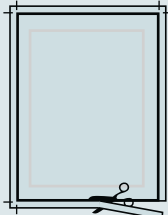


,technische kommunikation'
is a German-language magazine
for technical communicators
> Appears 6 times a year
> 10,000 copies per issue

Sizes

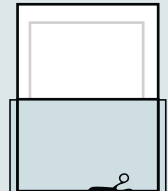
Rates and sizes

1/1 page

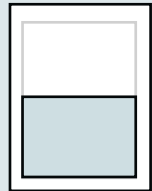


Trim: 210 x 280

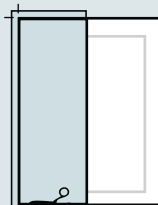
1/2 page



Trim: 210 x 140



Live: 188 x 113

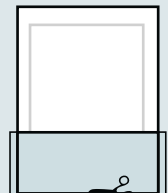


Trim: 105 x 280

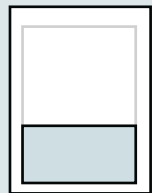


Live: 96 x 226

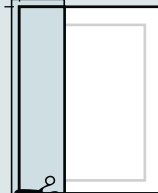
1/3 page



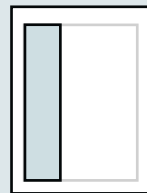
Trim: 210 x 93



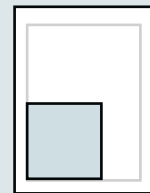
Live: 188 x 93



Trim: 70 x 280

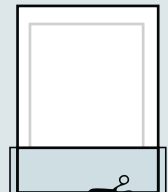


Live: 61 x 226



Live: 122 x 113

1/4 page



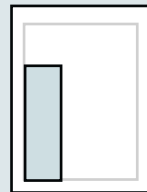
Trim: 210 x 70



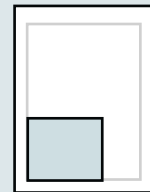
Live: 188 x 70



Live: 94 x 113



Live: 61 x 170



Live: 122 x 85

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

<p>Approx. 32,000 visitors a month</p> <p>87% of the total visitors are from German-speaking countries (Germany, Austria, Switzerland)</p> <p>Format: Full-size-banner (468x60 pixels or 728x90 pixels) in GIF or JPG</p> <p>Placement: Banner exchange program randomly</p>	<p>Approx. 10,500 visitors a month</p> <p>50% of the total visitors are from English-speaking countries (USA, UK, India, Canada, Australia)</p> <p>The website is international</p> <p>Placement: Banner exchange program randomly</p>
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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%
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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 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 4/2019 (publication October 25, 2019)
- 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, 2019

Submission deadline: September 18, 2019



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>



Editor

tcworld GmbH
Corinna Melville
Rotebühlstraße 64
70178 Stuttgart
GERMANY
www.tcworld.info
editor@tcworld.info

Advertisement

tcworld GmbH
Kathrin Sözen
Rotebühlstraße 64
70178 Stuttgart
GERMANY
+49 711 65704-57
Fax +49 711 65704-99
www.tekom.de
sales@tekom.de

Publisher

tcworld GmbH
in cooperation with tekomp
CEO: Michael Fritz
Rotebühlstraße 64
70178 Stuttgart
GERMANY
+49 711 65704-0
Fax +49 711 65704-99
www.tekom.de
info@tekom.de