

Media Kit 2013

Become part of tcworld with our great deals
on advertisements and sponsor packages



- Over 13,500 distributed copies annually
- Distributed at all major industry events
- over 17,000 online readers

tcworld – the world of global information management

Become part of tcworld

Advertisement: Increase your visibility by advertising at competitive prices.
 Sponsorship: Ensure your permanent presence in tcworld and benefit from special discounts.

Advertising formats and prices

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

Rates and sizes

1/1 page
 2,000 EUR – 2,300 EUR
 Trim: 210 x 280

Special positions:
 1/1 ad for 2nd and 3rd cover page: 2,380* EUR
 1/1 ad for 4th cover page (back cover): 2,640* EUR

1/2 page
 1,010* EUR

1/3 page
 650* EUR

1/4 page
 510* EUR

For special formats please contact us.
 Please read our terms and conditions at <http://www.tcworld.info/footer/advertise/>
 *Please note: Prices apply to edition 1/2013 and 3/2013 only. For price in other editions please check the price table.
 Prices mentioned do not include taxes!

Reach out to the world of information management

Edition	1/2013	2/2013	3/2013	4/2013
Total circulation	2,800	3,200	2,600	4,900
Covered events	tcworld India, Bangalore, Feb 21-22	tekom spring conference, Münster, Germany, April 11-12	tcworld Japan, August	tcworld conference, Wiesbaden, Germany, Nov 5-7
Display and/or Distribution	plus all major	industry events	plus all major	industry events

Annual circulation: over 13,500 copies • Displayed and/or distributed at all major industry events
 Reaching over 5,000 conference participants • Over 17,000 online readers

Advertisement Type	1/2013	2/2013	3/2013	4/2013
1/1 page	2,000 EUR	2,300 EUR	2,000 EUR	2,300 EUR
1/2 page	1,010 EUR	1,190 EUR	1,010 EUR	1,190 EUR
1/3 page	650 EUR	770 EUR	650 EUR	700 EUR
1/4 page	510 EUR	600 EUR	510 EUR	600 EUR
2nd or 3rd cover page	2,380 EUR	2,800 EUR	2,380 EUR	2,800 EUR
4th cover page (back cover)	2,640 EUR	3,100 EUR	2,640 EUR	3,100 EUR

Reductions and combinations

Reduction for repetitions Buy ads by the bundle	2 x in 2013 > 2 %	4 x in 2013 > 5 %	8 x in 2013 and 2014 > 12 %
Reduction for volume Buy ads by advertising space	2 pages in 2013 > 3 %	4 pages in 2013 > 7 %	8 pages in 2013 and 2014 > 15 %
For combinations and simultaneous insertion in „technische kommunikation“ <ul style="list-style-type: none"> German magazine for technical communicators Appears 6 times a year 10,000 copies per issue 	tk advert + tcworld advert >	10 % on advert in tcworld	
Introductory reduction Introductory reduction for bookings made up to the 1.11.2012			> 10 %

tcworld – the world of global information management

What is tcworld?

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

What topics are covered in tcworld?

news	industry news, tools, trends, surveys and studies
focus	managing information efficiently: features, portraits and interviews
strategy	communicating across borders: management and processes
solutions	case studies and best practices from globalization, internationalization, localization and translation
business culture	intercultural communication, business etiquette, region focus
community	events, training and education

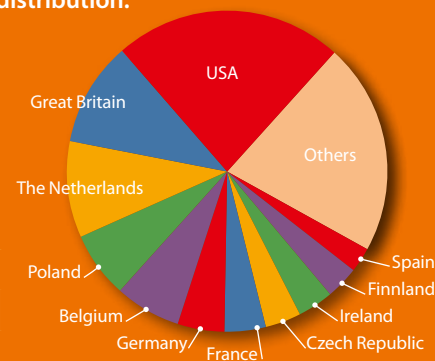


Who reads tcworld?

tcworld is aimed at managers from all corporate levels and work fields, who face the challenges of globalization and international information management. Furthermore our readers include specialists and opinion leaders from the fields of localization and translation.

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Reader distribution:



Publication dates and deadlines

Edition	Booking deadline	Submission deadline	Publication date
1/2013	05.12.2012	02.01.2013	28.01.2013
2/2013	21.02.2013	07.03.2013	05.04.2013
3/2013	04.06.2013	19.06.2013	15.07.2013
4/2013	02.09.2013	16.09.2013	10.10.2013

tcworld

magazine for international information management

Editor

tcworld GmbH
Corinna Melville
2 Cole Court,
Bundoora, VIC 3083
Australia
www.tcworld.info
editor@tcworld.info

Advertisement

tcworld GmbH
Rotebühlstr. 64
70178 Stuttgart
Germany
Ph: +49 711 65704-52
+49 711 65704-57
Fax: +49 711 65704-99
www.tekom.de
sales@tekomp.de

Publisher

tcworld GmbH
in cooperation with tekomp e.V.
Managing director: Michael Fritz
Rotebühlstr. 64
70178 Stuttgart
Germany
Ph: +49 711 65704-0
Fax: +49 711 65704-99
www.tekom.de
info@tekomp.de