



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern



Special Publication

The Future of Automotive Media Kit 2018

German American Chamber
of Commerce of the Midwest



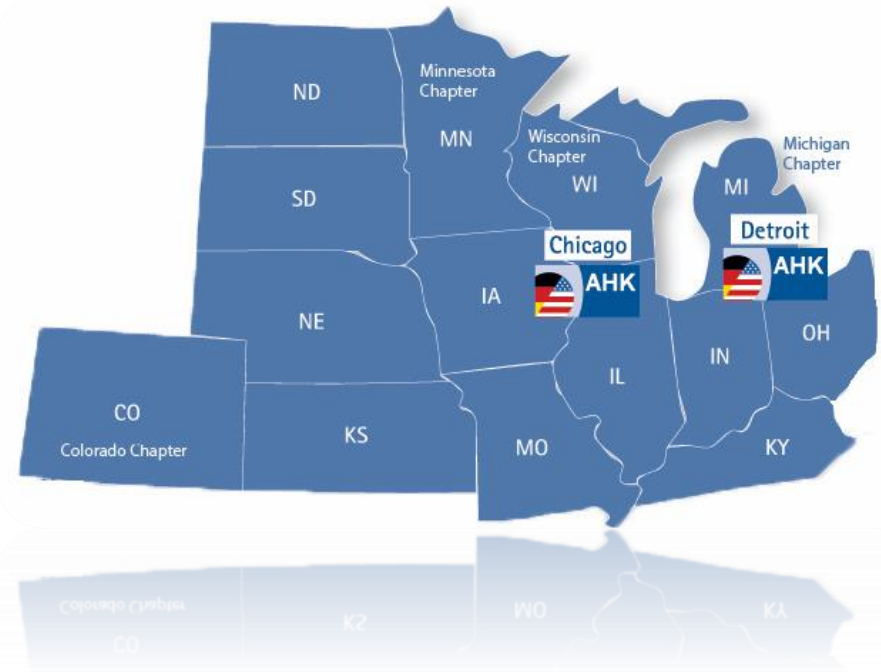
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Who We Are

The German American Chamber of Commerce of the Midwest (GACC Midwest), headquartered in Chicago with a branch office in Detroit, caters to more than 850 members in the US and Germany as well as an extensive national and international business network. GACC Midwest is part of a strong network including 2,500 member firms and seven offices in the US, and more than 140 locations in 92 countries around the world. Our global network is coordinated by the German Association of Chambers of Industry and Commerce (DIHK), who speaks for 3.6 million enterprises in Germany.

GACC Midwest offers experience, connections, and services to German and international companies. As a membership organization established more than 50 years ago, we strive to increase the success of our member companies. Thus, we would like to introduce effective opportunities to market your company's unique products and innovative services to our network and beyond.

Learn more at www.gaccmidwest.org.



GACC Midwest covers 14 states (25% of the total US population, GDP and territory) and includes 4 local Chapters in CO, MI, MN, and WI

The Automotive Industry in the Midwest



Automotive Applications are gaining importance on the US market

The US has one of the largest automotive markets worldwide, and production has been increasing steadily since the financial crisis in 2008. Automotive strongholds like Michigan and Ohio are currently in a transition phase to fulfill the requirements of the next generation of mobility. As automotive applications are gaining importance among US manufacturers, there are numerous opportunities along the product chain. In our 2018 GABO survey, 19% of the participating companies were from the Automotive sector and the survey highlighted that 100% of them expect business growth for the year ahead.

Especially in this growing industry German companies are traditionally strong – as a result, numerous market opportunities arise to support US manufacturers in implementing trends of the German automotive industry.

Due to the high interest and the importance of the automotive industry in our region, GACC Midwest decided to publish a special publication on this topic. The brochure is an excellent opportunity to reach German companies active in the new mobility sector, particularly in electro mobility, autonomous driving, and ridesharing, and position your company as a key investment destination or business partner.

Special Publication: GACC Midwest Brochure on the Future of Automotive




Increase your visibility among the German American business community

Our special brochure on “The Future of Automotive” provides a unique platform to showcase your expertise and services in the field of new mobility to the German-American business community.

Benefits of advertising

- Reach thousands of executives on both sides of the Atlantic all year long
- Share detailed insights into your services
- Enjoy year-round promotion among the German-American business community, online and in print

Circulation

- 500 printed copies (German language; 8-10 readers per copy), distributed to C-level executives 
- PDF download on GACC Midwest website (20,000 page views per month)
- Featured in newsletter (6,000 subscribers), social media and separate mailings
- Implementation in the GACC Midwest Report (10,000 downloads per year)

Publishing date

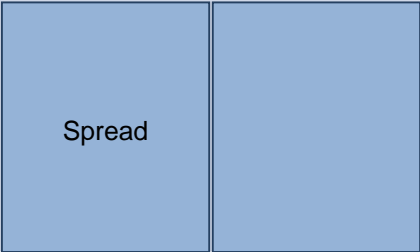


July 2018

Closing date for ad material

June 30, 2018



Pricing: GACC Midwest Brochure on the Future of Automotive

Spread	Full page	1/2 page - horizontal
 <p>Spread</p>	 <p>Full page</p>	 <p>1/2 page</p>
<p>4c Advertorial: \$2,150 4c Ad: \$2,500</p> <p>Width x Height 14.5" x 9.3" (no bleed)</p>	<p>4c Ad: \$2,000 4c Advertorial: \$1,500</p> <p>Width x Height 7.25" x 9.3" (no bleed)</p>	<p>4c Ad: \$1,000</p> <p>Width x Height 7.25" x 4.6" (no bleed)</p>

- Additional Options**
- Submit a video clip
 - Offer a webinar
 - Become an event sponsor

Contact Us
to discuss your options

Prices include

The Future of Automotive Brochure as well as implementation of contribution in the GACC Midwest Report

Publishing date

The Future of Automotive Brochure: July 2018
GACC Midwest Report: December 2018

Closing date for ad material

June 30, 2018



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