



German American  
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# Special Publication Recruiting for US Subsidiaries Media Kit 2018

German American Chamber  
of Commerce of the Midwest



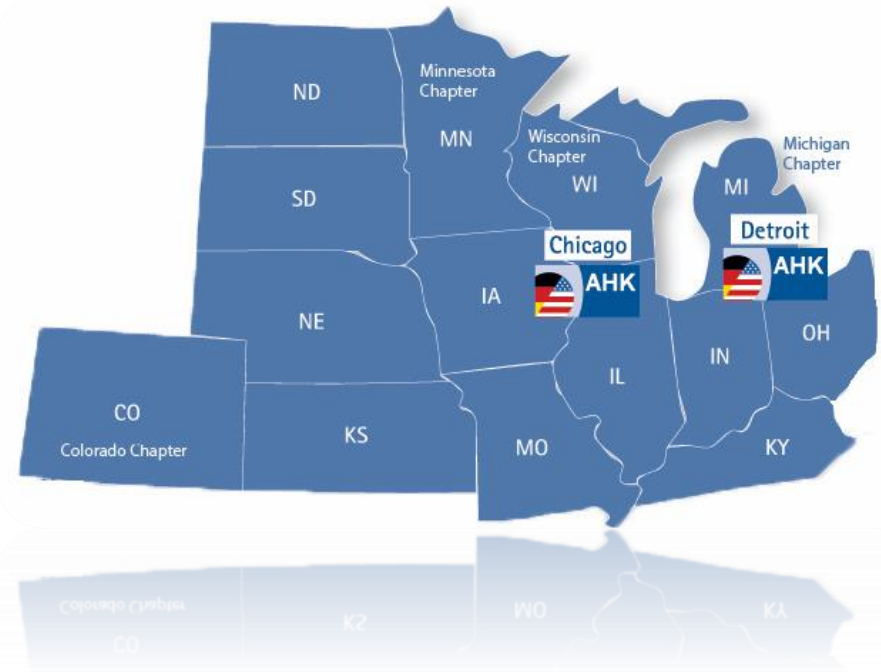
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## Who We Are

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 130 locations in over 90 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](http://www.gaccmidwest.org).



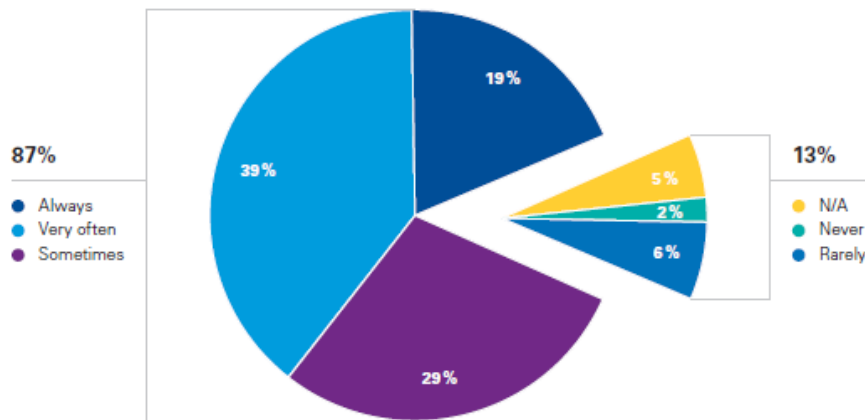
GACC Midwest covers 14 states (25% of the total US population, GDP and territory) and includes 4 local Chapters in CO, MI, MN, and WI

# The Relevance of Recruiting for US Subsidiaries

## Attracting talent is essential for the success of business.

According to our German American Business Outlook, 87% of German companies in the US face difficulties in attracting the workforce they need. Hiring timelines, budgeting and local regulatory environments differ between the US and Germany, and it is important for US subsidiaries to develop an appropriate workforce and hiring strategy. Those areas as well as the navigation of the complex area of employee benefits are fields in which German companies rely on the trusted expertise of the GACC Midwest network.

Figure: Degree to which German subsidiaries in the US face problems in finding employees



Source: KPMG in Germany and GACCs, 2017

## Special Publication: GACC Midwest Brochure on Recruiting for US Subsidiaries




### **Increase your visibility among the German American business community**

Our special brochure on “Successful Hiring for New US Subsidiaries” provides a unique platform to showcase your expertise and services in fields such as employment law and benefits administration 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 (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**

April 2018

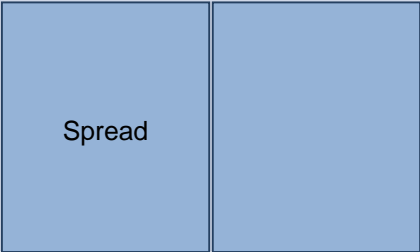


### **Closing date for ad material**

March 15, 2018





# Pricing: GACC Midwest Brochure on Recruiting for US Subsidiaries

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**

Recruiting for US Subsidiaries Brochure as well as implementation of contribution in the GACC Midwest Report

**Publishing date**

Recruiting for US Subsidiaries Brochure: April 2018  
GACC Midwest Report: December 2018

**Closing date for ad material**

March 15, 2018



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