

## Let us deliver the message for you

### The most effective way to reach the German Taiwanese business community

The German Trade Office Taipei (GTO) has been active in Taiwan for over 30 years. We know what the local and foreign businesses invested here are looking for and have built a wide network of business contacts. Through our knowledge and connections, we can support you in creating the biggest impact of your marketing efforts.

#### Choose the GTO as your advertising platform.

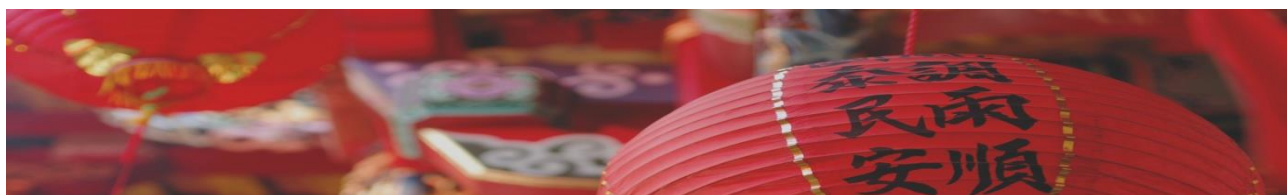
We offer a broad range of advertising opportunities:

- [InfoBrief Taiwan](#)
- [InfoBrief Germany](#)
- [GTO Website](#)
- Customized discounted packages
- Premium Partnership
- Event Sponsoring

If you need any further information we will be glad to assist you:

David Yuan, Assistant Manager Media and Communications,

[yuan.david@taiwan.ahk.de](mailto:yuan.david@taiwan.ahk.de), Tel.: (+886) 02-8758-5805, Fax: (+886) 02-8758-5833



*"Advertising and sponsoring GTO events has been invaluable to Santa Fe's success within the German Community in Taiwan. They have helped us to reach more people and organizations in a professional efficient manner. Thank you again for all your hard work."*

**Jim Hill, General Manager, Santa Fe Relocation Service Taiwan Co. Ltd.**



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# InfoBrief Taiwan

# InfoBrief Germany



<p><b>Quick facts</b></p>	<ul style="list-style-type: none"> <li>• weekly e-newsletter in <b>English</b></li> <li>• published ca. 50 times a year</li> <li>• provides a detailed and up-to-date insight into the latest Taiwanese business news and economic data relevant to German business people</li> <li>• compiled, translated and distributed by the German Trade Office Taipei</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Chinese</b> e-newsletter published every two months</li> <li>• offers detailed information about the German economy, industries as well as business and investment opportunities</li> <li>• compiled, translated and distributed by the German Trade Office Taipei</li> <li>• publication dates: February 1, April 6, June 6, August 1, October 3 and December 5</li> </ul>
<p><b>Readership</b></p>	<ul style="list-style-type: none"> <li>• 5,700 recipients</li> <li>• location: 63% Taiwan, 32% Germany, 5% others</li> <li>• position: 26% executives &amp; managers</li> <li>• German speaking expatriate community in Taiwan</li> <li>• German speaking executives in business with Taiwan</li> <li>• German speaking Taiwanese business people</li> </ul>	<ul style="list-style-type: none"> <li>• 13,500 recipients</li> <li>• location: 99% Taiwan, 1% Germany</li> <li>• position: 14% executives &amp; managers</li> <li>• Taiwanese business people interested in commencing or intensifying their engagement in the German market</li> </ul>
<p><b>Your options</b></p>	<ul style="list-style-type: none"> <li>✓ large advertisement (423 x 140 px)</li> <li>✓ small advertisement (180 x 140 px)</li> <li>✓ your advertisement is directly linked to your website</li> </ul>	
<p><b>Your Benefits</b></p>	<ul style="list-style-type: none"> <li>• gain access to our extensive database</li> <li>• communicate with the Taiwanese business community             <ul style="list-style-type: none"> <li>• promote your products and services</li> <li>• highlight your company's expertise</li> </ul> </li> </ul>	

# GTO Website

Your banner at the center of the front page and on the following pages (except Investment and Trade Fairs)



## Quick facts

- in English and Chinese
- the first address for Taiwanese companies interested in the German market and for German enterprises planning to expand their business in Taiwan
- provides comprehensive information about Taiwanese-German business relations, as well as our services, publications, and events
- connected to the large global network of the German Chambers of Industry and Commerce

## Users

- companies and business people looking for information and support regarding the German and Taiwanese market
- over 280,000 page views in 2016
- about 260,000 visitors yearly
- New / returning visitors: 57% /42%
- Geographical Analysis: Taiwan 36%, Germany 60%, Hong Kong 1%, USA 1%

## Your options

- ✓ Advertisement size: 188 x 47px
- ✓ Your banner is directly linked to your website
- ✓ You will receive a click rate report after completion of your subscription

## Your Benefits

- communicate with the German Taiwanese business community
- connect with executives actively looking for new business relations
- raise brand awareness

## Advertisement Order Sheet

Please select from the following options and send to:

Mr. David Yuan, Assistant Manager Media and Communications,  
 Tel.: 02-8758-5805, Fax: 02-8758-5833, [yuan.david@taiwan.ahk.de](mailto:yuan.david@taiwan.ahk.de)

### InfoBrief Taiwan (in English)

Period	Large Advertisement			Small Advertisement		
	Price		<input type="checkbox"/>	Price		<input type="checkbox"/>
1 week	TWD 3,500		<input type="checkbox"/>	TWD 1,750		<input type="checkbox"/>
1 month	TWD 12,000		<input type="checkbox"/>	TWD 6,000		<input type="checkbox"/>
3 months	TWD 32,500		<input type="checkbox"/>	TWD 16,500		<input type="checkbox"/>
6 months	TWD 58,500		<input type="checkbox"/>	TWD 29,500		<input type="checkbox"/>
12 months	TWD 105,000		<input type="checkbox"/>	TWD 52,500		<input type="checkbox"/>

5% VAT will be added.

#### Technical Data:

Large Advertisement:  
 15 cm width x 5 cm height (300dpi)  
 Small Advertisement:  
 7.5 cm width x 5 cm height (300dpi)  
 Format: png or jpg file  
**Receipt of advertisement:**  
 One week before publication date.

### InfoBrief Germany (in Chinese)

Period	Large Advertisement			Small Advertisement		
	Price		<input type="checkbox"/>	Price		<input type="checkbox"/>
1 Issue	TWD 25,000		<input type="checkbox"/>	TWD 12,500		<input type="checkbox"/>
3 Issues	TWD 55,000		<input type="checkbox"/>	TWD 27,500		<input type="checkbox"/>
6 Issues	TWD 88,000		<input type="checkbox"/>	TWD 44,000		<input type="checkbox"/>

5% VAT will be added.

#### Technical Data:

Large Advertisement:  
 15 cm width x 5 cm height (300dpi)  
 Small Advertisement:  
 7.5 cm width x 5 cm height (300dpi)  
 Format: png or jpg file  
**Receipt of advertisement:**  
 One week before publication date.

### GTO Website (in English and Chinese)

Period	Price	<input type="checkbox"/>
3 months	TWD 27,000	<input type="checkbox"/>
6 months	TWD 49,000	<input type="checkbox"/>
12 months	TWD 88,000	<input type="checkbox"/>

5% VAT will be added.

#### Technical Data:

Resolution: 300 Dpi  
 Format: png, jpg or gif file  
**Receipt of advertisement:**  
 One week before desired starting date.

Please indicate when you would like to commence your subscription: \_\_\_\_\_ (dd.mm.yyyy)

Company Name: _____		Contact Person: _____
Address: _____		
Tel.: _____	Fax: _____	E-Mail: _____

Signature \_\_\_\_\_ Date: \_\_\_\_\_

**Please note:** Unless otherwise agreed in writing by the supplier all invoices are payable within thirty (30) days of the date of invoice, in the currency of the invoice, wired to the bank account (see footer on page 1) or other method as is agreed in advance by the supplier.