

GOING INTERNATIONAL MARKETING OFFERS

# Overview of Services

PRINT ADS IN THE COURSE CATALOGUE

WEB PORTAL AND NEWSLETTER ADVERTISING

CUSTOMISED PUBLICATIONS

RECRUITING AND CONSULTING

*Media data  
Prices & Discounts  
Valid as of June 2009*

GOING  INTERNATIONAL

Information Services G. Polak KEG, Fasangasse 28/27, 1030 Vienna, Austria, [www.goinginternational.org](http://www.goinginternational.org)

# GOING INTERNATIONAL Mailing

## GI Mail

The monthly newsletter from Going International by e-mail (German and English version)

Since 2005, a steadily growing number of registered subscribers have received the monthly »GI Mail«. The newsletter currently reaches 22,500 individuals and 16,450 hospitals, clinics, universities, companies and institutions. It is distributed in a German and an English version with differing contents.

## Media data of GI Mail

(As per recipient statistics of March 15, 2009)

**RECIPIENTS** 22,500 subscriber

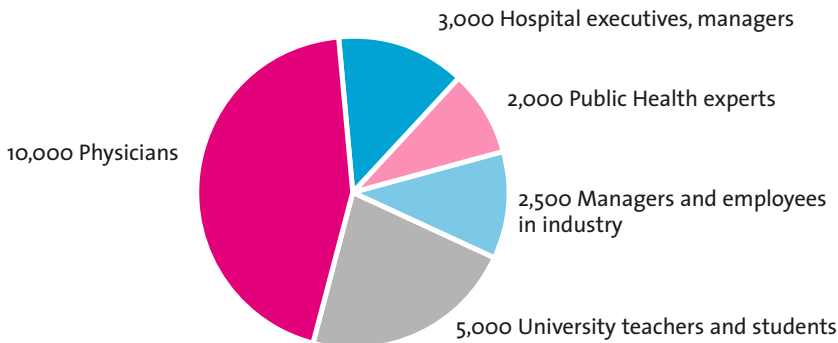
**FREQUENCY** Monthly

**VERSIONS** A German and an English version

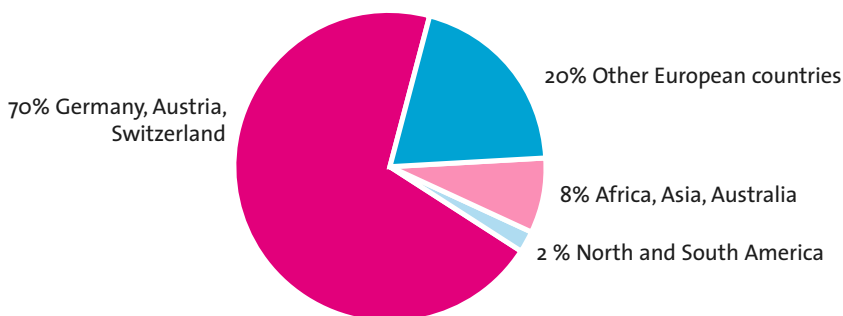
**CONTENTS** Course of the month, congress of the month, special of the month, jobs and careers

### SUBSCRIBERS BY TARGET GROUP

The readers of GI Mail work in 6,300 hospitals and clinics, 3,800 universities and higher-education institutions, 5,400 companies producing pharmaceuticals and medical products as well as 950 non-profit organisations.



### DISTRIBUTION



## GI Mail sections

- COURSE OF THE MONTH** Present the topics covered, dates and registration information
- CONGRESS OF THE MONTH** Publicise your congress
- SPECIAL OF THE MONTH (VARYING)** Present a book, a journal or your web portal
- JOBS** Announce your vacancies and job offerings

### AD RATES (per section)

GI Mail German version (16,000 subscribers) .....	€ 450.-
GI Mail English version (6,500 subscribers) .....	€ 250.-
GI Mail German and English version (22,500 subscribers) .....	€ 600.-

### YOUR DATA

Text: max. 1,000 characters per language and section selected. Pictures and logos: JPG and/or GIF files, approx. 200 x 300 pixel. Hyperlink to your website or PDF download is possible (please send us the PDF file).

### DEADLINES

GI Mail is dispatched in the middle of every month. In order to process your ad in an optimum way, we need your data by the first day of the relevant month. Before distribution, you will receive a sample copy for approval.

## GI Promotion

### The special newsletter in your corporate design

Upon request, we dedicate the special newsletter »GI Promotion« exclusively to a specific topic. In that case, »GI Promotion« is exactly customised in line with your wishes (text, pictures, hyperlinks, corporate design).

### VARIABLE RECIPIENTS

Up to 22,500 registered recipients can be reached. The selection of target groups and the number of recipients is defined by you. **New:** Exclusive distribution of »GI Promotion« to your own mailing list. We make available our e-mail technology and send your »GI Promotion« to the addresses provided by you.

### CONTENTS & DESIGN

You can benefit from »GI Promotion« as an interactive platform offering the full functionality of the internet. Your promotional message is presented in line with your graphic design, and the addition »GI Promotion« identifies Going International as the sender.

### PRODUCTION AND MAILING COST

Basic cost for design and production .....	€ 1,350.-
For every 100 e-mail addresses of individuals from th GI database .....	€ 40.-
For every 100 e-mail addresses of institutions with several contacts .....	€ 125.-
Target-group specific e-mail distribution (one-time processing charge).....	€ 90.-

### YOUR DATA

Texts: max. 4,000 characters; figures: JPG and/or GIF files; hyperlink to your website or PDF download is possible (please send us the PDF file). Before distribution of »GI Promotion« on the date defined, you will receive a sample copy for approval.



# GOING INTERNATIONAL *Information Services* KONTAKT & BERATUNG

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## TERMS OF PAYMENT

All prices are quoted exclusive of 20% VAT (and 5% statutory advertising tax for ads).

All prices indicated are payable without any deductions immediately upon receipt of the invoice.

In case of delays in payment, 4% interest and collection costs shall be paid.

The Terms and Conditions of Going International that are accessible on our website at [www.goinginternational.org](http://www.goinginternational.org) and the *Allgemeinen Anzeigenbedingungen des Österreichischen Zeitschriftenverbands* (General Advertising Terms and Conditions of the Austrian Periodical Publishers Association), published in the *Amtsblatt zur Wiener Zeitung* (official gazette) on 26 January 1980, shall apply. Place of performance and jurisdiction is Vienna, Austria.

## IMPRINT

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Errors & omissions excepted.