



Amerika Woche

is the oldest and largest

German-American newspaper

in the United States.

Print & Online.

WHO WE ARE

Amerika Woche is the oldest and largest German-American newspaper in the United States.

Our newspaper is dedicated to keeping the German speaking population in the United States up-to-date on news events from their home countries and from around the world, while maintaining contact with German-language events, professional organizations/offers, cultural activities, and promotions in the United States.

German-American consumers offer great potential for our advertisers and promotional partners.

Over 40+ million Americans claim German, Austrian or Swiss heritage, demonstrating pride and loyalty to their language and culture with deep satisfaction.



DEMOGRAPHICS

Circulation	>	28,500+
Gender		44% Male
		56% Female
Age	>	Average 54
German Speaking		92% Fluency
		8% Learning
Household Income	>	Average \$97,500
Education Level		73% College or Higher
Ancestry		90% Are German, Austrian or Swiss and/or have ancestry from a German speaking country/region
Travel		80% Travel or plan travel for their families to/from Europe at least 1x per year
Dining		72% Seek German/European dining experiences/food 2-4x per quarter
Specifications		23% Retired
		47% Interest in Investments
		81% Property Owners

DISTRIBUTION

Amerika Woche is delivered 20 times per year via the US Postal Service and UPS to over 28,000 households across the country. In addition, the Amerika Woche is sold at over 250 newsstands in North America and is available at various points of interest for German-American communities throughout the year including:

- The Embassies of Germany, Austria and Switzerland in New York, Chicago & Washington, D.C.
- On site distribution as proud partners to the Steuben Day Parade NYC, Taj Oktoberfest in Atlantic City, and other national festivals.
- Additional distribution at highlight events of the German-American community such as Specialty Food Markets, Easter Markets, National Day Celebrations, Oktoberfests, Wine Festivals, and Christmas Markets.
- More than 500 German language departments at US colleges, universities, graduate schools, and business programs.

AMERIKA WOCHEN ON THE WEB

In addition to our printed paper we also host a robust website, www.amerikawoche.com, which receives over 43,000 unique hits per month.



Our website content features up-to-the-minute headlines, finance and sports reports from around the world. We offer premiere advertising space on our home page which allows our advertisers great exposure to our visitors.

We also reach our customers via email two-times per quarter with an e-newsletter and each offers branded Corporate Sponsorship. Our list consists of 43,500+ customers who have opted-in to receiving our e-newsletter.

Your Advertising Solutions Specialist will be happy to detail a program and opportunities specific to your industry and/or product.

ADDITIONAL MARKETING OPPORTUNITIES

Please ask your Advertising Solutions Specialist about our:

1 DIRECT MAIL PROGRAMS

Reach your customers directly with impactful direct mail.
We have access to over 50,000 active names and addresses and can target by region or zipcode(s).

2 PROMOTIONAL PROGRAMS

We are always happy to be part of your events and can distribute additional papers to your events and outings.

3 FREE STANDING INSERTS

Stand out from the Crowd with a Free Standing Insert in our paper.

4 SWEEPSTAKES & GIVEAWAYS

Let us develop a Sweepstakes program for your product or service.
We can develop contest rules, regulate prizeing & compile entry information to enhance your current database.

5 CO-SPONSORSHIPS - PARTNERSHIPS

We are always looking to Partner with appropriate vendors and agencies.
We can also assist you in identifying areas of opportunity in the Marketplace.

6 DESIGN & PRINT SERVICES

We offer comprehensive design & print services at discounted rates for our advertisers.

AMERIKA WOCHÉ®

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 www.amerikawoche.com