

ziarul romanesc

MEDIA DATA

The First Medium
for Romanians
in Germany

Valid from December 2021

*Always up to date
In the areas of
Online, Print &
Social Media*

nhd
consulting

About the Medium

Launched in Frankfurt in 2014, Ziarul Românesc Germania is the only nationwide newspaper for the Romanian community in Germany.

Editorial Content

Each issue contains information on German immigration policy, reports and interviews from the local community, in-depth analysis of events happening in Romania, easy-to-read guides on German legislation, classified ads, championship results, event calendars and more.

Circulation

Ziarul Românesc Germania is a free newspaper in Romanian language, published every two weeks and distributed in ±30.000 copies to +150 locations across Germany in areas with high Romanian population: community organisations, Romanian Orthodox churches, consulates, bus stations, Romanian restaurants, travel agents and more.

Distribution

Distribution is carried out in areas with high concentration of Romanian residents: in Eastern European shops, at Romanian church services, at money transfer shops, in coaches and key areas in major cities. Copies are displayed for clients at Romanian businesses on shop counters, stowed in news bins and handed out by community members at Romanian church services. The circulation grows organically as new distribution points are added.



Key Facts



Publisher

New German Media Ltd.
A publisher of numerous
media for migrants in
European countries,
since 2000.



Target Group

Around 1 Mio. Romanians in
Germany - the fastest growing
migrant group in the country. The
newcomers open shops, run
businesses, work as seasonal
workers and in medical care
services or study in Germany.



Media

Print
(Ziarul Românesc Germania)

Online
(www.ziarulromanesc.de)

Social Media
(facebook.com/ziarul-germania/.de)



Language

Romanian.
We speak the language
of the advertised
target group.



Highlights

±30.000 Circulation
±800.000 Sessions
±78.000 Follower
±1.4 Mio. Pageviews
±600.000 Reach

Current Numbers

PRINT

Newspaper	Ziarul Românesc Germania
Readership	±90.000 /Month
Circulation	±30.000 /14-days
Distribution	Nationwide (+150 selected locations in areas with high Romanian population)
Price	Kostenlos
Format	231,5 x 325 mm (W*H) 4c
Print Area	230 x 325 mm
First Print Issue	September 2014
Chief Editor	Sorin Cehan (Renowned investigative journalist, in 2016 he was elected president of Romanian journalists in the Diaspora)
Publisher	New German Media Ltd.



Current Numbers ONLINE

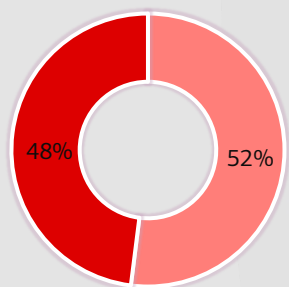
WEB

Sessions	763.242
Pageviews	1.258.324
User	280.453
Duration/Session	00:01:57
Pages/Session	1.65
Sessions per User	2.72
Website	https://ziarulromanesc.de

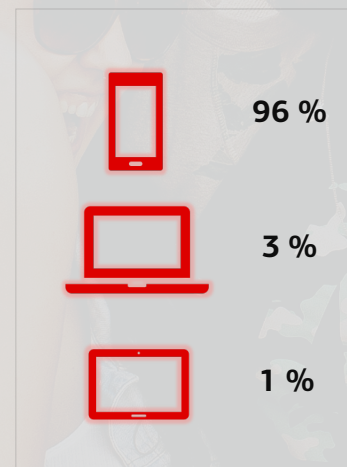
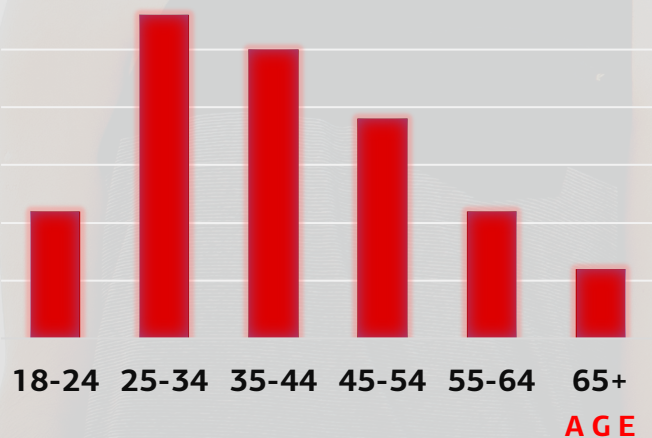
Monthly Average, 12 Months (Dec. 2020 – Nov. 2021)



Aktuelle Zahlen ONLINE



Female Male



DEVICES

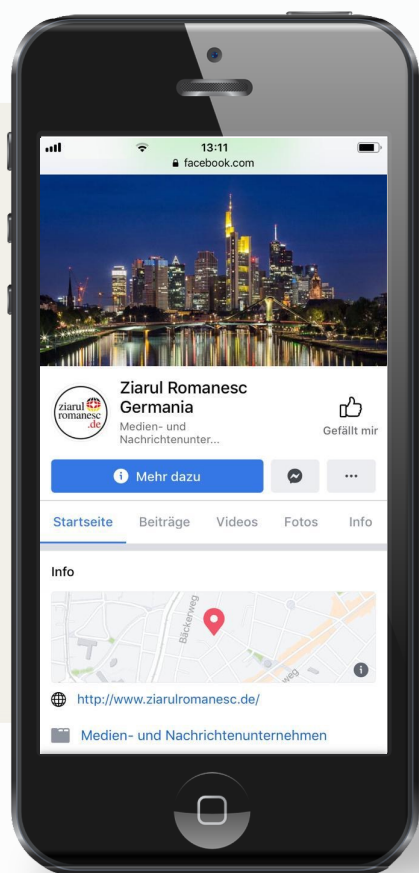
Bavaria	23 %
Baden-Wuerttemberg	21 %
North Rhine-Westphalia	16 %
Hesse	12 %
Lower Saxony	7 %
Berlin	5 %
Hamburg	5 %
Rhineland-Palatinate	4 %
Saxony	2 %
Schleswig-Holstein	2 %

REGIONS

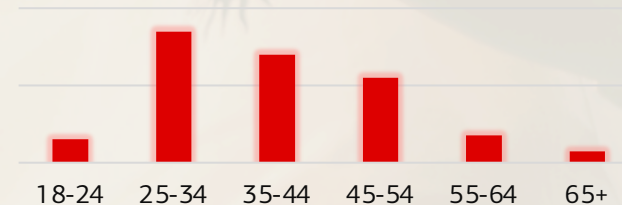
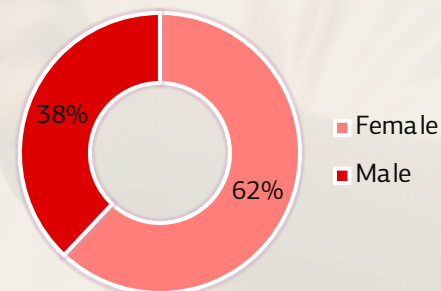
Monthly Average, 12 Months (Dec. 2020 – Nov. 2021)

Current Numbers SOCIAL MEDIA

FACEBOOK



Follower	78.558 / Dec. 2021
Reach	457.068*
Post Interaction	921.796 / Dec. 2021
Pages-Likes	74.344 / Dec. 2021
Page	facebook.com/ziarul-germania/.de



Monthly Average, 12 Months (Dec. 2020 – Nov. 2021)

Prices & Formats

Print

Format	Größe (W x H)	Modules	Prices (per Issue)	6 Issues 15 %	7-12 Issues 25 %	13-22 Issues 35 %
Inside Paper						
One Modul	43.12 x 32.5	1	30 €	26 €	23 €	20 €
Full Page	231.5 x 325	50	1.600 €	1.360 €	1.200 €	1.040 €
Half Page	231.5 x 162.5	25	750 €	638 €	563 €	488 €
¼ Page, vertical	137.36 x 162.5	15	450 €	383 €	338 €	293 €
¼ Page, horizontal	231.5 x 97.5	20	600 €	510 €	450 €	390 €
Strip Display	231.5 x 32.5	5	150 €	128 €	113 €	98 €
Special Positions						
Full Page, Back Cover	231.5 x 325	50	2.880 €	2.448 €	2.160 €	1.872 €
Full Page, Page 5		50	2.000 €	1.700 €	1.500 €	1.300 €
Bottom Strip, Cover	231.5 x 32.5	5	540 €	459 €	405 €	351 €
Half Strip, Cover	231.5 x 16	2,5	270 €	229 €	202 €	176 €
Sponsored Article		Print+Web+2 FB-Posts			900 €	per Article

Prices do not include VAT
Other formats are possible on request

Prices & Formats

Online & Social Media

ziarul  romanesc

Banner	Size	Position	Mobile Format	Mobile Size	Prices (per Month)	3 Months 10 %	6 Months 20 %	12 Months 30 %
Leaderboard	728 x 90	Top of Page	Mobile Leaderboard	320 x 50	1.800 €	1.620 €	1.440 €	1.260 €
Large Leaderboard	970 x 90	Top of Page	Large Mobile Banner	320 x 100	2.000 €	1.800 €	1.600 €	1.400 €
Medium Rectangle	300 x 250	Sidebar	Mobile Banner	320 x 50	1.080 €	972 €	864 €	756 €
Medium Square	300 x 300	Sidebar	Mobile Banner	320 x 50	1.180 €	1.062 €	944 €	826 €
Half Page	300 x 600	Sidebar	Mobile Rectangle	300 x 250	1.620 €	1.458 €	1.296 €	1.134 €
Large In-Article Rectangle	660 x 140	Under Headline	Large Mobile Banner	320 x 100	1.620 €	1.458 €	1.296 €	1.134 €
Medium In-Article Rectangle	660 x 220	In Article	Mobile Square	300 x 300	1.246 €	1.122 €	997 €	872 €
In Article Banner	468 x 60	In Article	Mobile Banner	320 x 50	959 €	863 €	767 €	671 €
Skin		Outside Margins	Large Mobile Banner	320 x 100	3.240 €	2.916 €	2.592 €	2.268 €
Special Positions								
Video ad			Under Menu		0,01 €	per View		
Native Video			Facebook		0,02 €	per View		
Native Post			Facebook		0,25 €	per Klick*		
Sponsored Article			Web+2 FB-Posts		700 €	per Article**		

Prices do not include VAT

*= 200 € x 800 clicks

**No number of clicks guaranteed

Other formats are possible on request

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Directly Reach Intercultural Target Groups in Germany



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