

Foreword

Calendar

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Stockholm

Information Energy

tcworld China

Evolution of TC

NORDIC TechKomm
Copenhagen

tcworld conference
and tekomp fair

Banner Advertising

Print Advertising

Other Services

Marketing Preview 2025

Conferences and Events
Advertising Options
Calendar



Plan your campaigns for 2025 – cross-media and international



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Dear Sir/Madam,

In 2025, would you like to be visible again as a company in your environment? To this end, we offer you many opportunities to successfully recommend your services and products. Expand and consolidate your customer base.

In order to meet the needs of our members, we have added an online conference to our portfolio in 2025. It offers further diverse opportunities to consolidate and permanently expand your customer base. Two high-circulation professional journals round off our offer.

Reach who you want.

Most of our target groups work in technical documentation, software documentation, user experience, and terminology and localization.

With our conferences, whether online, hybrid or on site, we reach regions in Europe and Asia. Thanks to different packages and new promotional elements, such as the virtual showrooms or advertising clips, you will gain current and new customers. Increase your visibility with advertising on technische kommunikation.info – the internet portal of our professional journal 'technische kommunikation'. The professional journal is the leading medium for company managers and specialists in our industry.

The English-language 'tcworld magazine', in its online version, addresses numerous interested parties worldwide. Use this international opportunity to increase your prominence. As usual, tekomp company members benefit from a special price on our offers.

We would be happy to support and advise you in your planning. You can reach our sales team by phone at +49 711 65704-57 and -58 or by email at sales@tekom.de.

With kind regards

Two handwritten signatures in blue ink. The first signature is 'Michael Fritz' and the second is 'Claudius Mehne'.

Dr. Michael Fritz and Claudius Mehne

Calendar 2025

tekom/tcworld events

Date of publication of

technische kommunikation

tcworld magazine

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January

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
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6	7	8	9	10	11	12
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tcworld magazine 01/2025
technische kommunikation
1/2025

February

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NORDIC TechKomm 2025
March 12 – 13, Stockholm
technische kommunikation
2/2025

April

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Information Energy 2025
April 2 – 4, online
tcworld magazine 02/2025

May

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technische kommunikation
3/2025
tcworld China 2025
May 22 – 23, Shanghai
Evolution of TC 2025
Mai 27 – 28, Sofia

June

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tcworld magazine 3/2025
technische kommunikation
4/2025

August

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NORDIC TechKomm 2025
September, Copenhagen
technische kommunikation
5/2025

October

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technische kommunikation
6/2025
tcworld magazine 4/2025

November

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tcworld conference 2025
tekomm fair 2025
November 11 – 13, Stuttgart

December

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
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22	23	24	25	26	27	28
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NORDIC TechKomm 2025

March 12–13, Stockholm, Sweden



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Other Services

At NORDIC TechKomm, experts from various Nordic countries will convene in Stockholm to discuss trends and topics in the field of technical communication.

The focus of the two-day event is on UX Standards, Machinery Directive, Intelligent Content, Management of User Information, Digital Product Communication and Multimedia and Video Documentation.

On the first day, attendees can expect a program rich in variety, with presentations and interactive sessions. In between, there will be many opportunities to exchange experiences and make new contacts. On the second day, attendees can attend workshops and sponsored presentations.

The conference language is English.

Information

Target Audience

Participants are managers, developers and technical communicators from all over Europe and the USA.



Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages, e.g. Platinum Package, Gold Package etc.
- Basic Package (Visibility)
- Sponsored presentations
- Conference bags
- Lanyards

Download: **Sponsoring Sheet**

Ad Placements

technische kommunikation 1/2025

Release date	2025-01-27
Advertising booking deadline	2025-12-02

tcworld magazine 1/2025

Release date	2025-01-16
Advertising booking deadline	2025-11-27

Conference Website:
nordic-techkomm.com

Contact us:
sales@tekomm.org
+49 711 6570457 and -58

Information Energy 2025

April 2 – 4, online



APRIL 2 – 4, 2025

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“Information Energy” is a new online conference taking place for the first time from April 2 to 4, 2025.

The three-day event will bring the global TechComm community together to discuss current and future trends in the fields of technical communication, software documentation, and technical translation, and to explore the latest developments in the field of AI.

The conference offers a dynamic program with presentations, workshops, showcases, and discussions. In the morning, the program starts with a “breakfast talk”, which will cover the latest topics in the industry.

Information Energy provides the community with a unique opportunity to exchange knowledge, make contacts, and find out about new trends.

The conference will take place online via Zoom to enable interested parties worldwide to participate.

The conference language is English.

Information

Target Audience

The conference is aimed at experienced technical writers, career changers, project managers, translators and anyone who deals with “information”.



Marketing Opportunities

Opportunities for Participation

- Announcement in the conference program
- Virtual showroom
- Sponsored presentations
- Advertising Clips

Download: **Sponsoring Sheet**

Ad Placements

technische kommunikation 2/2025

Release date **2025-03-18**

Advertising booking deadline 2025-02-03

Special Pages (limited quota)

technische kommunikation 2/2025

Advertising booking deadline 2025-02-03

tcworld magazine 1/2025

Release date **2025-01-16**

Advertising booking deadline 2024-11-27

Conference Website:

Information Energy 2025

Contact us:

sales@tekomm.org

+49 711 65704-57 and -58

tcworld China 2025

May 22 – 23, Shanghai, China



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Other Services

tcworld China 2025 brings together national and international experts in the area of technical communication.

The event offers an ideal platform for professional exchange on current trends in technical communication in China and Europe.

Participants in the conference can expect a varied program with specialist presentations on the state of the art, best practice examples, and interactive discussion rounds, as well as panel discussions on national developments in the industry.

Thanks to the hybrid format, there will also be the opportunity to participate in the conference outside of China as well as numerous opportunities to exchange experiences and networking.

Information

Target Audience

Conference attendees are managers and decision-makers from companies active in the national and international market who are interested in expanding their network in China.



Topics:

- AI in Technical Communication UX
- Software Documentation
- International Standards
- Globalization/Localization/Terminology
- Content Marketing
- Education and Career Development
- Content Management and Delivery
- Technical Authoring

Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages
- Sponsored presentations

Download: **Sponsoring Sheet**

Ad Placement

technische kommunikation 3/2025

Release date	2025-05-20
Advertising booking deadline	2025-04-03

tcworld magazine 2/2025

Release date	2025-04-17
Advertising booking deadline	2025-03-03

Conference Website:
tcworld-china.cn

Contact us:
y.tang@tekomm.org
+49 711 65704-41

Evolution of TC 2025

May 27 – 28, Sofia, Bulgaria

Evolution of TC2025

S O F I A M A Y 2 7 - 2 8

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Evolution of TC is the annual gathering of the software industry in Eastern Europe. The thematic focus is on the trends and innovations in software documentation, such as docs as code, API documentation and ChatGPT/conversational AI.

Here, all professionals in the industry come together – technical writers, information developers, technical editors and translators, mainly with a software background.

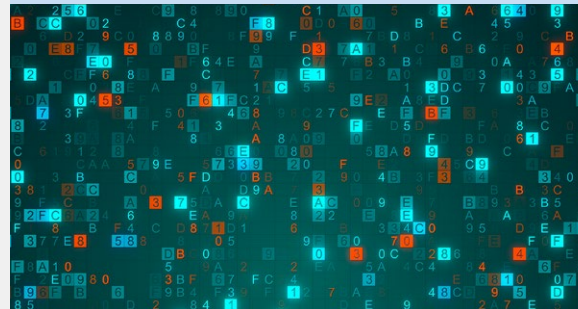
Attendees can look forward to expert presentations, interactive workshops and sponsor presentations. During the breaks and at the networking dinner, you can continue the thematic discussions, network with your peers and expand your network.

The conference language is English.

Information

Target Audience

Participants are managers, software developers, technical communicators and translators from all over Europe and the USA.



Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages, e.g. Platinum Package, Gold Package etc.
- Basic Package (Visibility)
- Sponsored presentations
- Conference bags
- Lanyards

Download: **Sponsoring Sheet**

Ad Placements

technische kommunikation 3/2025

Release date **2025-05-20**

Advertising booking deadline 2025-04-03

tcworld magazine 2/2025

Release date **2025-04-17**

Advertising booking deadline 2025-03-03

Conference Website:
evolution-of-tc.com

Contact us:
sales@tekomm.org
+49 711 65704-57 and -58

NORDIC TechKomm 2025

September, Copenhagen, Denmark



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At NORDIC TechKomm, experts from various Nordic countries will convene in Copenhagen to discuss trends and topics in the field of technical communication.

The focus of the two-day event is on Intelligent Information, User Experience and Industry 4.0. Topics of the conference will consist of options for providing content, augmented reality and localization, along with legal requirements and structuring methods.

On the first day, attendees can expect a program rich in variety, with presentations and interactive sessions. In between, there will be many opportunities to exchange experiences and make new contacts. On the second day, attendees can attend workshops and sponsored presentations.

The conference language is English.

Information

Target Audience

Participants are managers, developers and technical communicators from all over Europe and the USA.



Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages, e.g. Platinum Package, Gold Package etc.
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Ad Placement

technische kommunikation 4/2025

Release date	2025-07-18
Advertising booking dead	2025-06-06

tcworld magazine 3/2025

Release date	2025-07-15
Advertising booking deadline	2025-06-06

Conference Website:
dk.nordic-techkomm.com

Contact us:
sales@tekomm.org
+49 711 65704-57 and -58

tcworld conference and tekomp fair

November 11 – 13, Stuttgart, Germany



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Banner Advertising

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Other Services

The tcworld conference with the tekomp fair in parallel has established itself as an important industry event. For 2025, the event will be in hybrid format.

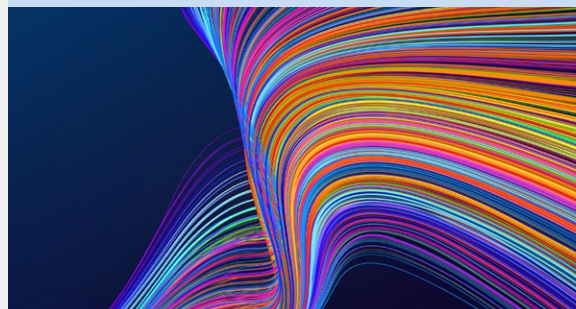
At the world's largest industry event, the full range and depth of topics in technical communication are addressed for attendees from all sectors and industries, and experts from all subject areas can present themselves to their audience. Even peripheral topics of technical communication are also on the agenda here.

The tekomp fair brings together all market participants from the field of information development and management: Decision-makers, software manufacturers, consultants and service providers, experts from the fields of product data management, multimedia, translation and localization.

Information

Target Audience

Conference attendees are decision-makers and employees from industrial and software companies and service providers.



Marketing Opportunities

Opportunities for Participation

- Numerous sponsoring and advertising opportunities
- Exhibitor presentations

Ad Placements

technische kommunikation 6/2025

Release date **2025-10-14**

Advertising booking deadline 2025-09-02

tcworld magazine 4/2025

Release date **2025-10-21**

Advertising booking deadline 2025-09-12

Special Pages (limited quota)

technische kommunikation 6/2025

Advertising booking deadline 2025-09-02

tcworld magazine 4/2025

Advertising booking deadline 2025-09-12

Conference Website:
tcworld conference 2025

Contact us:
sales@tekomp.org
+49 711 65704-57 and -58

Banner Advertisements

on tekomp.de, tekomp.eu, tcworld.info
and technischekommunikation.info

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Other Services

The tekomp.de, tekomp.eu and tcworld.info WebPortals are an excellent way to maintain your online presence.

tekomp.de, tekomp.eu

The tekomp WebPortal bundles together all the activities of the German and European Association for Technical Communication. There are also job offers, a database of service providers, and a calendar with important industry events.

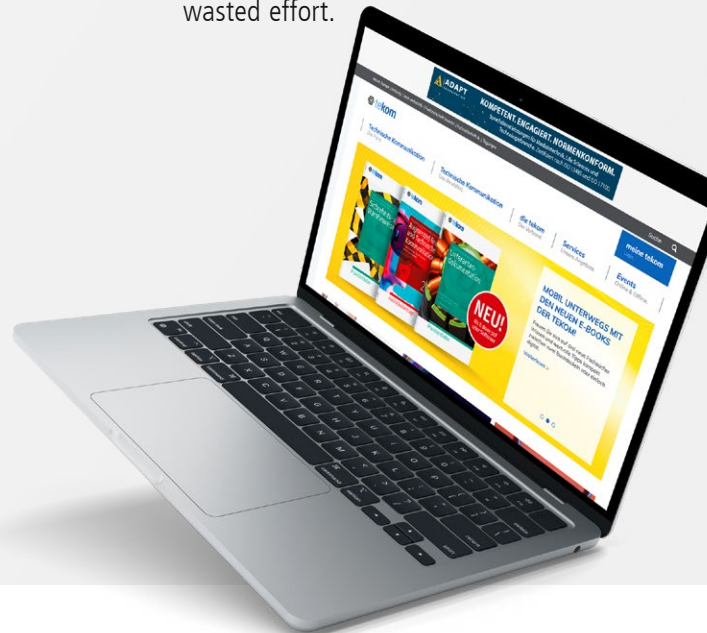


tcworld.info

The English-language online magazine at tcworld.info offers articles on information management, oriented towards an international audience in the field of technical communication.

technischekommunikation.info

The German-language website, a qualified research platform for topics in the field of technical communication currently comprising around 500 specialist articles, is continuously expanded. With technischekommunikation.info, reach your target specialists and managers – without any wasted effort.



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Media Kit **Banner Advertising**

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sales@tekomp.org
+49 711 65704-58

Print Advertisements

in the professional journals 'tcworld magazine'
and 'technische kommunikation'

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For your ad placement, we offer you two professional journals that reach a national and international target audience.

'tcworld magazine' is the internationally oriented magazine of tcworld GmbH while 'technische kommunikation' is the German-language publication for technical documentation.

'tcworld magazine'

'tcworld magazine' appears every quarter and has a circulation of over 10,500 copies annually.

'technische kommunikation'

This magazine is published in German every two months and has a total annual circulation of 60,000 copies. It is oriented towards a highly qualified group of technical writers, translators, illustrators, graphics experts and multimedia experts.



Dates of Publication

tcworld magazine

1/2025 – 2025-01-16
2/2025 – 2025-04-17
3/2025 – 2025-07-15
4/2025 – 2025-10-21

technische kommunikation

1/2025 – 2025-01-27
2/2025 – 2025-03-18
3/2025 – 2025-05-20
4/2025 – 2025-07-18
5/2025 – 2025-09-18
6/2025 – 2025-10-14



Download as PDF:
Media Kit **tcworld magazine**
Media Data **technische kommunikation**

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TCTrainNet

TCTrainNet is an international online training and certification program in English for technical communicators.

Individual Counseling – Qualification Consultation

The need for further training in technical communication is assessed individually based on the tekomp qualification modules in an hour-long discussion.

Best Practice Workshops

Managers from different fields have the opportunity to compare their own information products, processes and strategies with those of other companies in result-oriented workshops.

Certification

tekomp certification offers both career changers and experienced practitioners the opportunity to qualify in an external professional examination.

Publications

tekomp regularly publishes current and established work and decision-making aids for technical communicators and responsible managers as tekomp guidelines, tekomp university publications in technical communication, and tekomp studies.



TCTrainNet Website:
tc-train.net

Certification:
[technical-communication.org/
career-education](https://technical-communication.org/career-education)

Website:
tekomp Publications

Contact us:
info@tekomp.org
+49 711 65704-0

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tcworld GmbH

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DEUTSCHLAND

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+49 711 65704-0

HRB 22804 Amtsgericht Stuttgart
CEO: Dr. Michael Fritz, Claudius Mehne

Credits:

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