

# Internationalising your brand through affiliate partnerships

If you offer delivery of your products to more than one country, you may be interested in launching additional Awin Access programmes.

For businesses only looking to target a few select publishers you are not limited by one programme and are free to connect through our Publisher Directory to any publisher on our network. However, there are many benefits if you are looking to **penetrate audiences in multiple countries by having a fully localised programme.**

## What are the benefits of having a fully localised programme in an additional country?

- ➔ The **programmes profile** will be in the local language
- ➔ Publishers will **receive payments** in their local currency without losing commission to the exchange rate
- ➔ **Product feeds** will be in the local currency and language
- ➔ **Creative assets** & promotional offers will be in the local language and URLs
- ➔ Publisher communications via the **Communication Centre** will be in their respective languages

## What are the costs to open an additional programme?

You will need to ensure you have an international bank account which allows for **Direct Debit SEPA** or **ACH Debit** as automatic payments are required. If you are looking to add a UK programme this will require Direct Debit. Set-up is free via self-integration, however, fees may apply if additional support is needed during integration. [See details here.](#)

The standard Awin Access Terms and Conditions will apply. 3 months minimum term with 14 days' notice period.

## Which countries can I open an additional programme in?

Awin Access is accessible across 22 countries covering **Europe & the United States**. Details of each country available and corresponding fees can be found in the table on the next page.

## What are the considerations to open an additional programme?

To launch an additional programme, you will need to have a **fully localised website and provide delivery** to that desired country.

## How do I proceed?

If you are interested in setting up an affiliate programme in a different country, please **email the details of your website to [uk-awinaccess@awin.com](mailto:uk-awinaccess@awin.com)** and the team will be in touch to nurture your international growth.



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Country (A-Z)	Monthly Fee	Monthly fee grace period*	Network Fee
Austria	75€ +VAT	1 month free	2.50%
Belgium	75€ +VAT	1 month free	2.50%
Denmark	675 DDK	1 month free	2.50%
Finland	75€ +VAT	1 month free	2.50%
France	75€ +VAT	1 month free	2.50%
Germany	75€ +VAT	1 month free	2.50%
Ireland	75€ +VAT	1 month free	2.50%
Italy	75€ +VAT	1 month free	2.50%
Netherlands	75€ +VAT	1 month free	2.50%

Country (A-Z)	Monthly Fee	Monthly fee grace period*	Network Fee
Norway	850 NOK	1 month free	2.50%
Poland	250 PLN	1 month free	2.50%
Portugal	75€ +VAT	1 month free	2.50%
Spain	75€ +VAT	1 month free	2.50%
Sweden	850 SEK	1 month free	2.50%
Switzerland	100 CHF	1 month free	2.50%
UK	£75 +VAT	1 month free	2.50%
US**	\$50	1 month free	2.50%

\* The period whereby the monthly fee has been waived

\*\* The joining fee of \$549 is to be waived for multi-market programmes