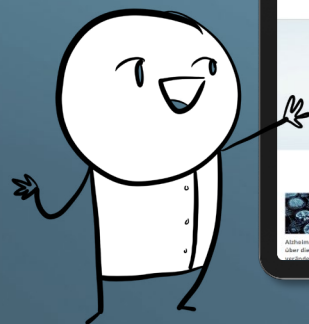


Deutsches Ärzteblatt

MEDIA INFORMATION 2024



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CONSULTATION

Would you like a consultation or an offer for CLASSIC ADVERTISING FORMATS (ads/inserts/bound inserts)?

Region Nord



Miriam Fege
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fege@aerzteverlag.de

Region Süd



Petra Schwarz
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schwarz@aerzteverlag.de

Non-Health



Mathias Vaupel
Phone +49 (0) 2234 7011-308
vaupel@aerzteverlag.de

Would you like a consultation or an offer for DIGITAL ADVERTISING FORMATS (display/newsletter)?



Sarah Wagner
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David Schey
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schey@aerzteverlag.de



Nora Riecker
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riecker@aerzteverlag.de

Are you interested in CORPORATE MEDIA and CORPORATE EVENT solutions? (topic series, experts roundtable, info center etc.)?

Cross Media



Petra Paul
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paul@aerzteverlag.de

Digital



Andreas Kotte
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BOOKING

Do you have questions about your BOOKING (print/digital)?

Print



Sigrid Rumrich
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print-media@aerzteverlag.de

Print



Sabine Griep
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print-media@aerzteverlag.de

Digital



Maria Gorki
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digital-sales@aerzteverlag.de

You will find contacts for job and classified advertisements in the media data "ÄRZTESTELLEN".

You will find further contacts on our company website.

BRIEF DESCRIPTION

The Deutsches Ärzteblatt is the official publication of the German Medical Association (Association of German Chambers of Physicians) and the National Association of Statutory Health Insurance Physicians. It is the one title of medical specialist journal for all physicians working in the Federal Republic of Germany.



The aim of the editors is to inform physicians competently and objectively. The editorial content in particular offers:

- current reports on professional, health and social policy
- current, practice-oriented medical education
- scientific contributions to medicine
- notifications from the publisher
- current, practical reports on industry and pharmaceutical research
- further contributions on management topics from clinics and practices
- supplements, focus topics and special issues on various subjects (see publication SCHEDULE for details)

The Deutsches Ärzteblatt is by far the most widely read of all the specialist medical journals. Its excellent media performance values recommend it as the leading advertising media for advertising to physicians as a target group. The respective allocation options can be booked separately or in combination. The jobs and classified adverts section is laid out the same way.

TARGET GROUP

All employed physicians in the Federal Republic of Germany.

These are addressed with the following allocation options:

- Deutsches Ärzteblatt Practice allocation (A)
- Deutsches Ärzteblatt Clinic allocation (B)
- Deutsches Ärzteblatt Combination practice/clinic (AB)
- Deutsches Ärzteblatt Other allocation (C)
- Deutsches Ärzteblatt Total allocation (ABC)

PUBLISHING AUTHORITY

German Medical Association (Association of German Chambers of Physicians) and National Association of Statutory Health Insurance Physicians

PUBLISHER

German Medical Association (Association of German Chambers of Physicians) and National Association of Statutory Health Insurance Physicians

PUBLISHING HOUSE

Deutscher Ärzteverlag GmbH
Dieselstraße 2 | 50859 Köln,
P.O. Box 40 02 54 | 50832 Köln

WEB

www.aerzteverlag.de
www.aerzteblatt.de
www.healthrelations.de

Do you have EDITORIAL questions?

**Deutsches Ärzteblatt/
aerzteblatt.de**

Editorial office Berlin
Phone +49 (0) 30 246267-0
aerzteblatt@aerzteblatt.de

**CME/Medizinisch-wissenschaftliche
Redaktion**

Editorial office Cologne
Phone +49 (0) 2234 7011-570
medwiss@aerzteblatt.de

VOLUME

Volume 121, 2024

PUBLICATION FREQUENCY

Biweekly (see SCHEDULE for details)

MEMBERSHIP

LA-MED, IVW

FORMAT

207 × 280 mm

BLEED

3 mm on each side to be trimmed

BASIC FONT

LinguisticsPro

PRINTING PROCESS

Offset printing (max. 60 lines/cm). There are no separate costs for sending files that can be exposed for offset printing.

BOOKBINDING PROCEDURE

Perfect binding with head lay

BANK DETAILS

Deutsche Apotheker- und Ärztebank Köln

Account no.: 0 101 107 410, BLZ 300 606 01

IBAN DE28 3006 0601 0101 1074 10

BIC DAAEEDDD

Postbank Köln

Account no.: 19 250 506, BLZ 370 100 50

IBAN DE83 3701 0050 0019 2505 06

BIC PBNKDEFF

TERMS OF PAYMENT

Payable net immediately upon receipt of invoice

AGENCY COMMISSION

10 % of customer's net

VALUE ADDED TAX

The legal amount of value added tax is included in all prices.

CIRCULATION ANALYSIS



Average number of copies (2nd quarter 2022)	Practice Allocation (A)	Clinic Allocation (B)
Print run	125,121	191,413
Actually distributed issues (ADI)	124,171	191,221
Paid circulation	12,092	190,988
Circulation sent abroad	3	0
Subscribed copies	123,084	190,988
Member portion of circulation	122,774	190,883
Retail sales	-	-
Other sales	8	0
Free copies	1,079	83
Remaining and archive copies	950	192

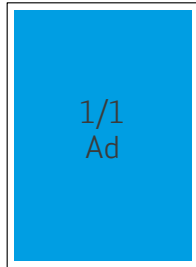
Source: IVW, as of 2nd Quarter 2023

Print run 2024		
Practice allocation (A) (outpatient)	Registered & employed physicians (outpatient)	155,000
GP allocation	General practitioners, internists, employed physicians (outpatient)	64,650
Clinic allocation (B) (clinical)	Clinicians	193,000
Practice/clinic allocation (AB)	Registered & employed doctors + hospital doctors	348,000
Complete allocation (ABC)	All employed physicians	394,000



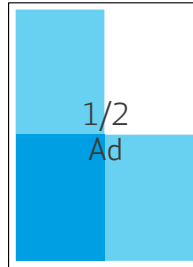
Additional coverage starting in 2024. With the German Medical Journal, you now reach all employed doctors in the practice. The new editions for all bookable specialties can be found on page 9.

PRICES AND SIZES – 4 COLOURS ACCORDING TO ALLOCATION (WIDTH × HEIGHT)



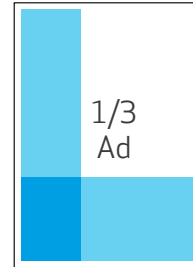
Format 1/1
207 × 280 mm

GP	11.900 €
Practice (A)	15.900 €
Clinic (B)	12.500 €
Combi (AB)	22.400 €



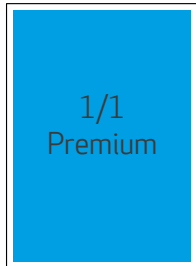
Format 1/2 vertical/horizontal
101 × 280 mm/
207 × 142 mm

GP	6.500 €
Practice (A)	8.700 €
Clinic (B)	6.900 €
Combi (AB)	12.500 €



Format 1/3 vertical/horizontal
72 × 280 mm/
207 × 102 mm

GP	4.400 €
Practice (A)	5.800 €
Clinic (B)	4.900 €
Combi (AB)	8.300 €



Premium placements:
• 1. right ad page
• Focus topic

Practice (A)	17.200 €
Clinic (B)	13.300 €
Combi (AB)	24.000 €



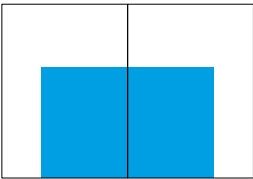
Advertorial ad

GP	12.900 €
Practice (A)	17.200 €
Clinic (B)	13.300 €
Combi (AB)	24.000 €



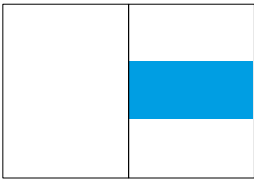
Cover pages
Circulation-specific
prices [see page 9](#)

PRICES AND SIZES – 4 COLOURS ACCORDING TO ALLOCATION (WIDTH × HEIGHT)



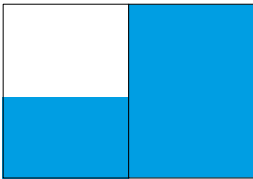
Tunnel ad
278 × 148 mm

GP	12,900 €
Practice (A)	17,400 €
Clinic (B)	13,900 €
Combi (AB)	25,100 €



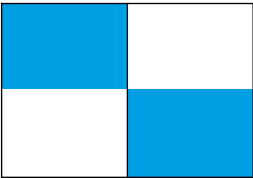
Flaglet ad
207 × 102 mm

GP	6,500 €
Practice (A)	8,700 €
Clinic (B)	6,900 €
Combi (AB)	12,500 €



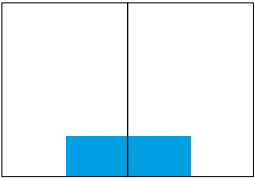
L ad
left: 207 × 102 mm
right: 207 × 280 mm

GP	18,400 €
Practice (A)	24,600 €
Clinic (B)	19,500 €
Combi (AB)	34,900 €



Chessboard ad
207 × 142 mm

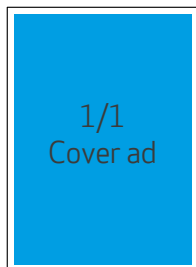
GP	12,900 €
Practice (A)	17,400 €
Clinic (B)	13,900 €
Combi (AB)	25,100 €



Shaft ad
127 × 49 mm

GP	7,200 €
Practice (A)	9,600 €
Clinic (B)	7,800 €
Combi (AB)	13,800 €

PRICES AND SIZES – 4 COLOURS ACCORDING TO ALLOCATION (WIDTH × HEIGHT)



Format 1/1: 207 × 280 mm

PREMIUM PLACEMENT
EXPERT COVER PAGES:



Format: additional 3 mm bleed
Availability on request

SPECIALIST FIELD



SPECIALIST FIELD	Print run*	Price/cover page
Dermatology	5,800	7,500 €
Diabetology	8,200	8,600 €
Gastroenterology	4,530	8,600 €
Gynecology	16,550	8,600 €
ENT	5,500	7,500 €
Cardiology	8,450	8,600 €
Nephrology	2,550	6,800 €
Neurology	12,050	8,600 €
Oncology	8,600	8,600 €
Ophthalmology	7,150	7,500 €
Orthopaedics	15,400	7,500 €
Pediatrics	12,850	7,500 €
Pneumology	3,150	6,800 €
Psychiatry & child psychiatry	11,900	7,500 €
Radiology	9,650	7,500 €
Rheumatology	1,550	6,800 €
Urology	5,800	6,800 €
Practice allocation (A), main edition	122,000	16,580 €
Clinic allocation (B), main edition	167,500	12,500 €
Combi allocation (AB), main edition	291,000	19,300 €

* Allocation: combi practice/clinic (AB)

Do you have questions about our COVER PAGES?

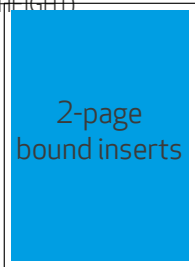


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PRICES AND SIZES – 4 COLOURS ACCORDING TO ALLOCATION (WIDTH × HEIGHT)



2-page
bound inserts

1 sheet = 207 × 280 mm (2 pages, trimmed)*

PREMIUM PLACEMENT
SPECIAL BOUND INSERTS



Do you have questions about availabilities?



Sigrid Rumrich
Phone +49 (0) 2234 7011-282
print-media@aerzteverlag.de



Sabine Griep
Phone +49 (0) 2234 7011-243
print-media@aerzteverlag.de

SPECIALIST FIELD	Print run**	Price per 2-page bound insert
Anesthesiology	19,450	7.000 €
Dermatology	5,800	5.000 €
Diabetology	8,200	5.800 €
Gastroenterology	4,530	5.000 €
Gynecology	16,550	6.800 €
ENT	5,500	4.800 €
Cardiology	8,450	5.600 €
Nephrology	2,550	3.600 €
Neurology	12,050	5.200 €
Oncology	8,600	5.600 €
Ophthalmology	7,150	5.600 €
Orthopaedics	15,400	5.000 €
Pediatrics	12,850	6.000 €
Pathology	1,250	3.400 €
Pneumology	3,150	4.000 €
Psychiatry	11,900	4.400 €
Radiology	9,650	4.600 €
Rheumatology	1,550	3.600 €
Urology	5,800	4.800 €

Circulation plus 2 % subsidy in each case

* The prices quoted include the insertion costs of the 2-page bound insert on delivery, incl. subsidy. Information on delivery on page 43

** Allocation: combi practice/clinic (AB)

PRICES

	up to 20 g*	up to 30 g*	up to 40 g*	up to 50 g*
up to 65,000 copies	229 €	233 €	238 €	241 €
up to 80,000 copies	207 €	211 €	215 €	218 €
up to 125,000 copies	184 €	187 €	190 €	195 €
up to 175,000 copies	172 €	177 €	181 €	184 €
up to 350,000 copies	161 €	165 €	169 €	172 €
Postcard**	66 €	–	–	–

EXAMPLES OF ALLOCATION FOR INSERTS UP TO 20 G:

Target group „Entscheider – Ambulant tätige Ärzt:innen“:

Print run 122,000 copies, total price: 22,448 €

Target group „Entscheider – Niedergelassene Ärzt:innen/Praxisinhaber“

Auflage 95,600 copies, total price: 17,590 €

Target group „Entscheider – Allgemeinärzt:innen/Internist:innen“

Print run 56,050 copies, total price: 12,835 €

Target group „Entscheider – Ärztinnen deutschlandweit | Selektion "weiblich“:

Print run 163,300 copies, total price: 28,087 €

Target group „Entscheider – Chef- u. Oberärzt:innen“:

Print run 35,200 copies, total price: 8,060 €

SIZE

Maximum 195 × 275 mm or folded to that size, no leporello.

Minimum size: 105 × 140 mm.

GLUED-ON PRODUCT SAMPLES

Rates on request upon submission of a final sample.

INFORMATION ON INSERTS:

- Required circulation to allocate the respective main circulation
- Practice allocation (A): Main edition 122,000 copies
- Clinic allocation (B): Main edition 167,500 copies
- Other physicians allocation (C): 46,000 copies
- Complete allocation (ABC): Main edition 341,400 copies.
- Subsidy on request
- Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
- Inserts are not discounted.
- Inserts must be designed so that they can be clearly differentiated from the text portion of the journal.
- Scientific content and knowledge transfer on prescription pharmaceutical products and medical devices can only be published in the corporate media products.

Minimum order is 30,000 copies. Delivery plus 2 % subsidy in each case.

Rates for inserts heavier than 50 g on request following submission of a sample.

Rates are per thousand and cover mechanical insertion and postal charges for excess weight.

With multi-page loose inserts, the closed side will always be placed parallel to the spine of the magazine.

*Price per thousand; price for the manufacture of inserts by the publisher on request

**In conjunction with a 1/1 ad page

DISCOUNTS INTERIOR ADVERTISEMENTS

Frequency discount Publications of uniform size of at least:	
3 adverts	2 %
6 adverts	3 %
13 adverts	5 %
26 adverts	10 %
39 adverts	15 %
52 adverts	20 %

ADVERTORIAL

In principle, an advertorial, defined as the editorial presentation of an advertisement, requires the consent of the publisher and must be marked with the word advertisement. Advertorials must be designed so that they are clearly differentiated from the editorial section of the journal. For content approval and review, please send a sample/design at least ten working days before the advertising deadline to the publisher.

DISTINCTION BETWEEN ADVERTORIAL AND SPECIAL PUBLICATION

Scientific content and knowledge transfer on prescription pharmaceutical products and medical devices can only be published in the corporate media products of Deutscher Ärzteverlag.

INFORMATION ON BOUND INSERTS:

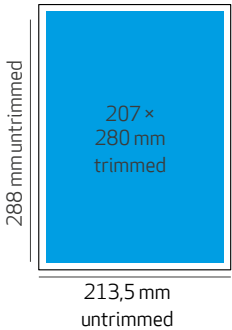
- Bound inserts are not discounted.
- Bound inserts must be designed so that they can be clearly differentiated from the text portion of the journal.
- Scientific content and knowledge transfer on prescription pharmaceutical products and medical devices can only be published in the corporate media products.
- Special advertising formats on request (e.g. perforation, postcard, etc.)
- If desired, the sheet can be turned halfway through the print run.
- Prices apply for all bound inserts that can be processed without additional time required (by machine): double-sided inserts (one sheet) without attached or affixed reply card or samples of products.

TECHNICAL INFORMATION BOUND INSERTS

SIZES

1 sheet = (2 pages) untrimmed, 213,5 × 286 mm

TRIMMING DIAGRAM



BRIEF DESCRIPTION

The supplement series of Deutsches Ärzteblatt "Perspectives" takes up current topics from a specialist field and compiles them into a differentiated and scientific short compendium. The focus is on the transfer of scientific findings into daily practice.

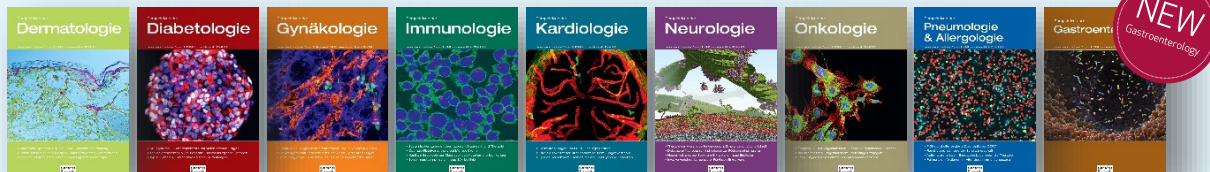
Since 2020, congress issues have supplemented the "Perspectives" supplement series. Under the name "Congress Special", scientific studies and their findings are highlighted in condensed form and bundled in a supplement.

The "Perspectives" are made available to the respective specialist group and enclosed with Deutsches Ärzteblatt.

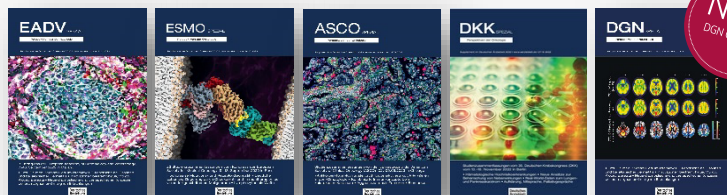
In addition, the supplements in the "Perspectives" series are made available to all physicians in digital form at www.aerzteblatt.de/perspektiven.



SPECIALIST
FIELD



CONGRESS



Place **SPECIAL PUBLICATIONS** in
the Perspectives now: [PRINT](#) |
[CORPORATE MEDIA](#)

PERSPECTIVES	PD/AD*	PD/AD*	PD/AD*
Perspectives of Dermatology	26.01.2024/ 03.01.2024	–	–
Congress Special Dermatology	EADV 01.11.2024/ 09.10.2024	–	–
Perspectives of Diabetology	28.06.2024/ 05.06.2024	–	–
Perspectives of Gastroenterology	19.04.2024/ 22.03.2024 NEW	–	–
Perspectives of Gynecology	15.11.2024/ 22.10.2024	–	–
Perspectives of Immunology	08.03.2024/ 14.02.2024	–	–
Perspectives of Cardiology	31.05.2024/ 02.05.2024	20.09.2024/ 28.08.2024	–
Perspectives of Neurology	09.08.2024/ 12.07.2024	–	–
Perspectives of Neurology	DGN 13.12.2024/ 20.11.2024 NEW	–	–
Perspectives of Oncology	09.02.2024/ 16.01.2024	06.09.2024/ 14.08.2024	–
Congress Special Oncology	DKK 05.04.2024/ 11.03.2024	ASCO 12.07.2024 19.06.2024	ESMO 18.10.2024/ 24.09.2024
Perspectives of Pneumology	17.05.2024/ 22.04.2024	23.08.2024/ 31.07.2024	–

*PD = publication date; AD = advertising deadline

Place **SPECIAL PUBLICATIONS** in the PERSPECTIVES now. You can find details under:

[PRINT | CORPORATE MEDIA.](#)

You can also place your content in the DIGITAL ISSUE

PERSPECTIVES newsletter. You can find details under:

[DIGITAL | NEWSLETTER.](#)



Do you have questions about the SUPPLEMENT PERSPECTIVES?



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Petra Schwarz

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schwarz@aerzteverlag.de

	Supplement	Print run	Target group	Rates				
				1/1 200 × 275 mm*	1/2 93 × 275 mm*/ 200 × 136 mm*	Cover 200 × 275 mm*	Special publication in the magazine 2 pages	Special publication in the magazine 4 pages
PERSPECTIVES OF ...	Dermatology	5,800	Dermatology	4,400 €	2,600 €	5,300 €	8,550 €	14,200 €
	Diabetology	8,200	Diabetology	4,500 €	2,700 €	5,400 €	12,600 €	19,800 €
	Gastroenterology	4,530	Gastroenterology	4,300 €	2,600 €	5,150 €	11,325 €	17,700 €
	Gynecology	16,550	Gynecology	4,700 €	2,800 €	5,600 €	12,150 €	18,800 €
	Immunology	11,880	Gastroenterology, Rheumatology, Dermatology	4,900 €	3,000 €	5,900 €	11,550 €	19,800 €
	Cardiology	8,450	Cardiology	4,500 €	2,700 €	5,400 €	11,925 €	18,900 €
	Neurology	12,050	Neurology	4,700 €	2,800 €	5,600 €	11,100 €	17,500 €
	Onsology	8,600	Oncology	5,000 €	3,000 €	6,000 €	12,600 €	19,900 €
	Pneumology	3,150	Pneumology	4,100 €	2,450€	4,900 €	11,550 €	19,800 €
CONGRESS SPECIAL	Congress Special Dermatology (EADV)	5,800	Dermatology	4,400 €**	2,600 €**	5,300 €**	8,550 €**	14,200 €**
	Congress Special Neurology (DGN)	12,050	Neurology	4,700 €**	2,800 €**	5,600 €**	11,100 €**	17,500 €**
	Congress Special Oncology (ASCO, ESMO, DKK)	8,600	Oncology	5,000 €**	3,000 €**	6,000 €**	12,600 €**	19,900 €**

Special advertising formats on request

* Bleed sizes: additional 3 mm bleed

** No discounts

CROSS MEDIA PORTFOLIO:

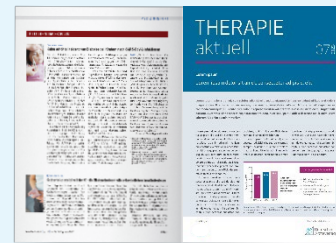
The PERSPECTIVES product portfolio offers you various options for placing your communication content. Combine print with digital channels to increase your range within the target group:



AD PRINT SUPPLEMENT

Place your advertisement in a selected field and within a target-specific environment. The supplement will be inserted into the German Medical Journal. Details at:

[PRINT | SUPPLEMENT "PERSPECTIVES"](#)



THEMATIC SERIES PERSPECTIVES

For scientific information dissemination in a target-specific environment, the format of the in-book special publication is suitable. Details at:

[PRINT | CORPORATE MEDIA](#)



ePAPER PRINT SUPPLEMENT

Print content also available digitally: All content from the print supplement is also available to doctors in the ePaper at aerzteblatt.de and in the German Medical Journal app. Details at:

[PRINT | SUPPLEMENT "PERSPECTIVES"](#)



NEWSLETTER "PERSPECTIVES"

Place your advertising banners in the PERSPECTIVES newsletter and combine print with digital coverage. Details at:

[DIGITAL | NEWSLETTER](#)



THEMATIC SERIES AKTUELL

THERAPY/CONGRESS/CASE/PREVENTION/STUDY/ MANAGEMENT/DIGA*

Compact & clear – your specialist topics in Deutsches Ärzteblatt.

Realization time: ca. 1.5 months

Scope as an insert: 2–12 pages

Scope as a glue insert: 4–6 pages

Price GP allocation: from 24,200 €

Price specialist allocation: from 11,200 €

Price Perspectives of ... (integrated into the booklet): from 8,500 €



TEACHING & PRACTICE*

Your high quality and citable review work on different occasions. Involve your experts as editors and authors.

Realization time: ca. 4–5 months

Scope as an insert: 12–28 pages

Price GP allocation 12 pages: from 56,300 €

Price specialist allocation 12 pages: from 24,000 €



PRACTICE POSTERS*

Physician & patient communication in one publication.

The inside section contains AICU specialist knowledge for the physician.

On the back you will find the poster motif for addressing patients.

Realization time: ca. 1.5 months

Size unfolded: ca. A2

Price GP allocation: from 27,200 €

Price specialist allocation: from 13,200 €



PATIENT INFO COMPACT

The patient booklet as a supplement in Deutsches Ärzteblatt. Interested physicians can order additional copies free of charge directly to their practice.

Realization time: ca. 4–5 months

Scope carrier medium: 4 pages

Scope booklet: 12–20 pages

Price GP allocation: from 78,000 €

Price specialist allocation: from 18,300 €



* Add digital components to your corporate media print products: online publication on aerzteblatt.de, video interview, expert roundtable, webcast, etc.

You will find information on this in the media data under:

[DIGITAL](#) [CORPORATE EVENTS](#) [CORPORATE MEDIA](#)

Do you have questions about CORPORATE MEDIA?



Ingrid Schaper

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WHICH TARGET GROUP DO YOU WISH TO ADDRESS?

SUBJECT

Expert group	Print run	Expert group	Print run
GP	64,650	Neurology	12,050
Anesthesiology	19,450	Oncology	8,600
Surgery	22,200	Ophthalmology	7,150
Dermatology	5,800	Orthopedics	15,400
Diabetology	8,200	Pediatrics	12,850
Gastroenterology	4,530	Pathology	1,250
Gynecology	16,550	Pneumology	3,150
ENT	5,500	Psychiatry & Child psychiatry	11,900
Cardiology	8,450	Radiology	9,650
Laboratory medicine	1,250	Rheumatology	1,550
Nephrology	2,550	Urology	5,800

GP + SUBJECT

GP + Expert group	Print run	GP + Expert group	Print run
GP + Anesthesiology	84,100	GP + Oncology	68,650
GP + Surgery	86,850	GP + Ophthalmology	71,800
GP + Dermatology	70,450	GP + Orthopedics	80,050
GP + Diabetology	65,550	GP + Pediatrics	77,500
GP + Gastroenterology	67,300	GP + Pathology	65,900
GP + Gynecology	81,200	GP + Pneumology	66,200
GP + ENT	70,150	GP + Psychiatry & Child psychiatry	76,550
GP + Cardiology	69,750	GP + Radiology	74,300
GP + Laboratory medicine	65,900	GP + Rheumatology	65,300
GP + Nephrology	65,500	GP + Urology	70,450
GP + Neurology	76,700		

CORPORATE MEDIA

TOPIC SERIES
as an insert
(GP and specialist
selection)



Scope:
2/4/6/8/12

LEHRE & PRAXIS
(GP and specialist
selection)



Scope:
12/16/20/24/28

PRAXISPOSTER
(GP and specialist
selection)



Scope:
2/4

TOPIC SERIES
as an attached insert
(Specialist selection)



Scope:
4/6

TOPIC SERIES
integrated into the booklet
(Supplement Perspectives)



Scope:
2/4

Create **CROSSMEDIAL COVERAGE** now and book additional corporate media products. Details under: [CROSSMEDIA | CORPORATE MEDIA](#)



The Corporate Media unit offers you a large, cross-media product portfolio. The content is published in Deutsches Ärzteblatt, the Supplement PERSPECTIVES, and on aerzteblatt.de.

PRINT PUBLICATION

QR codes and links refer to online publication and video content. Detailed information on these products in the media data:

[CORPORATE MEDIA | PRINT](#)



ONLINE PUBLICATION/ VIDEO CONTENT

Increased coverage through publication on www.aerzteblatt.de. Detailed information on these products in the media data:

[CORPORATE MEDIA | DIGITAL](#)



CORPORATE EVENTS

Informative and interactive expert discussions on various topics – on-site, online & hybrid possible. Detailed information on these products in the media data:

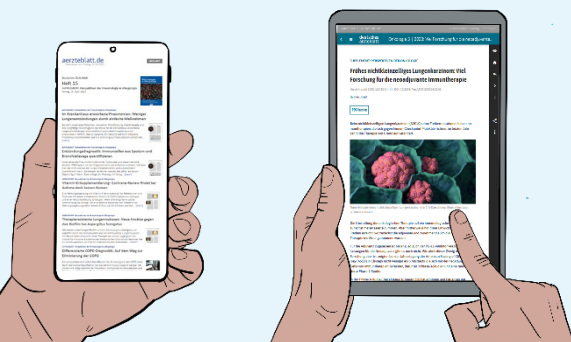
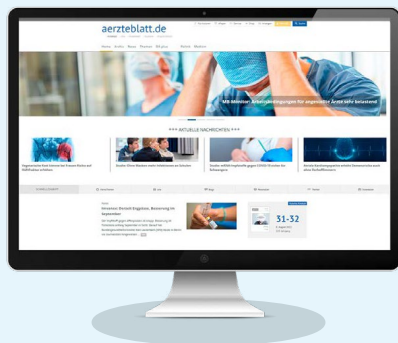
[CORPORATE MEDIA | EVENTS](#)



INFO CENTER

The Infocenter on aerzteblatt.de serves as a central point of contact for doctors on specific topics, products, indications or clinical pictures from the fields of Rx and medical engineering. Detailed information on these products in the media data:

[CORPORATE MEDIA | DIGITAL](#)



BRIEF DESCRIPTION AERZTEBLATT.DE

With aerzteblatt.de, Deutsches Ärzteblatt addresses all physicians and those interested in health topics. The digital platform complements the content of the journal and accompanies users in their daily work and practice on all devices.

The portal provides daily news from medicine and health policy, the possibility of certified online continuing education ("CME") and an online archive of all editorial articles. Its digital formats focus on high-quality scientific content, as well as on practical relevance and current developments in medicine and health policy that move users.

The digital newsletter portfolio of Deutsches Ärzteblatt offers physicians and those interested in health topics the opportunity to compile newsletters tailored to their needs and to receive current content from various specialties, as well as politics and the medical profession, conveniently and regularly.

ONLINE ADVERTISEMENT

HWG-compliant (HWG § 10) and non-HWG-compliant online advertising is possible – both on www.aerzteblatt.de and in the newsletters.

VISITS AERZTEBLATT.DE

Total 03/2023
8,690,859 page impressions
7,803,456 visits

Would you like advice or an offer on DIGITAL ADVERTISING FORMATS?

Health



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Non-Health



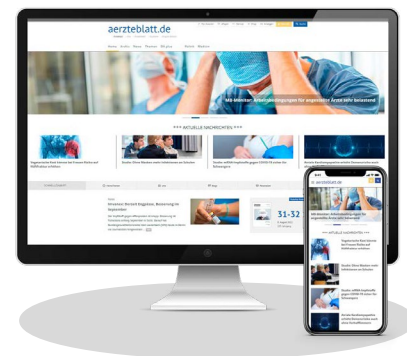
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DISPLAY ADVERTISING – CLOSED SECTION (HWG-COMPLIANT) – RUN OF SITE

Bannerformat		Required formats**	CPM*
AdBundle		Superbanner Skyscraper Medium Rectangle	120 €
Billboard		Billboard Superbanner Medium Rectangle	120 €
Halfpage Ad		Halfpage Ad Superbanner Medium Rectangle	120 €
Medium Rectangle		Medium Rectangle	100 €
Superbanner		Superbanner Medium Rectangle	80 €
Skyscraper		Skyscraper Medium Rectangle	80 €

* CPM = price per thousand contacts, price per 1,000 ad impressions

** A banner campaign is always named after its main format (banner format on desktop) and includes alternative formats for payout on mobile devices (tablet and smartphone) in addition to this. Therefore, the delivery of additional advertising media with their respective technical specifications for tablet and smartphone is required. The number of booked ad impressions refers to the entire campaign.



DISPLAY ADVERTISING – CLOSED SECTION (HWG-COMPLIANT) – TARGETING OPTIONS

Targeting		Options	CPM**
Contextual targeting*		General medicine, surgery, dermatology, diabetology, gastroenterology, gynecology, ENT, internal medicine, cardiology, laboratory medicine, nephrology, neurology, oncology, ophthalmology, orthopedics, pediatrics, pneumology, radiology, rheumatology, pain medicine, urology. Others on request.	175 €
Specialist area targeting* 		General medicine, internal medicine (general)	250 €
		AICU, surgery, dermatology, gynecology, ENT, internal medicine and angiology, internal medicine and diabetology, internal medicine and gastroenterology, internal medicine and cardiology, internal medicine and nephrology, internal medicine and rheumatology, ophthalmology, orthopedics, pediatrics	300 €
		Internal medicine and pneumology, internal medicine and hematology and oncology, neurology and psychiatry, laboratory medicine, nuclear medicine and radiotherapy, radiology, transfusion medicine	325 €

* Only bookable as AdBundle Plus (Superbanner, Skyscraper and Medium Rectangle required, Billboard recommended. See individual formats for specifications).
Display takes place on all devices.

** CPM = price per thousand contacts, price per 1,000 ad impressions

BRIEF DESCRIPTION NEWSLETTER

Deutsches Ärzteblatt offers a large portfolio of newsletters, which inform about current topics in the fields of politics, medicine, medical profession, universities, foreign countries as well as about the internet offer of Deutsches Ärzteblatt.

The newsletters Daily News, Monday Bulletin, and Digital Issue report on current topics from the fields of medicine, politics and the medical profession across all disciplines. Specialist newsletters offer to the reader a condensed overview of current topics and publications from a selected specialist area. Congress Special newsletters focus on current topics and publications from a selected congress and report on highlights of the respective congress. Main Topic newsletters focus on a current topic of interest to the medical profession and highlight the latest research findings and movements in this topic area. The newsletter Certified Continuing Medical Education gives readers access to current CME-certified continuing education courses. The portfolio is complemented by the Perspectives newsletters, which report on the background to congresses and highlight specialist topics in parallel to the print supplement.

BANNER POSITIONING

The positioning of the banners takes place after the 3rd/6th/9th/12th message.

BANNER FORMATS

The places in the newsletters can be filled with one of the following 3 formats:

Advertorial teaser

USA: Orale HPV-Infektionen sind bei älteren Männern am häufigsten

Soziale Situation beeinflusst Krebsrisiko zunehmend

Technischer Krankenkasse: Zu wenige nutzen

Medium rectangle

Pflegefonds und Pandemieausgaben: Rechnungsprüfer stellen Haushaltsplan infrage

Erkältungsviren können tödliche Hirnvenenthrombosen auslösen

Semaglutin verbessert bei WtGf und Adipositas Herzinfarktrisiko-Symptome und Lebenserwartung

Content-breaking ad

Unabhängige Patientenberatung: Beratung ohne Eigeninteresse

Deutsches Ärzteblatt

Heft 33-34

Montag, 23. August 2023



Do you have questions about our NEWSLETTERS?



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INTERDISCIPLINARY NEWSLETTERS

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Monday Bulletin 	Each Monday	01.01.	08.04.	15.07.	21.10.	53,000	5,830 €	110 €
		08.01.	15.04.	22.07.	28.10.			
		15.01.	22.04.	29.07.	04.11.			
		22.01.	29.04.	05.08.	11.11.			
		29.01.	06.05.	12.08.	18.11.			
		05.02.	13.05.	19.08.	25.11.			
		12.02.	20.05.	26.08.	02.12.			
		19.02.	27.05.	02.09.	09.12.			
		26.02.	03.06.	09.09.	16.12.			
		04.03.	10.06.	16.09.	23.12.			
		11.03.	17.06.	23.09.	30.12.			
		18.03.	24.06.	30.09.				
		25.03.	01.07.	07.10.				
		01.04.	08.07.	14.10.				
Deutsches Ärzteblatt Digital issue	Publication date of Deutsches Ärzteblatt (print)	12.01.	19.04.	26.07.	01.11.	44,000	4,840 €	110 €
		26.01.	03.05.	09.08.	15.11.			
		09.02.	17.05.	23.08.	29.11.			
		23.02.	31.05.	06.09.	13.12.			
		08.03.	14.06.	20.09.	27.12.			
		22.03.	28.06.	04.10.				
05.04.	12.07.	18.10.						
Daily news	Daily (Mon.–Fri.)					24,500	2,695 €	110 €
Daily news Focus on eHealth	Last Tuesday of the month	30.01. 27.02. 26.03.	30.04. 28.05. 25.06.	30.07. 27.08. 24.09.	29.10. 26.11. 23.12.	24,500	2,695 €	110 €
Certified continuing medical education (CME)	1st Thursday of the month	04.01. 01.02. 07.03.	04.04. 02.05. 06.06.	04.07. 01.08. 05.09.	02.10. 07.11. 05.12.	23,300	2,563 €	110 €
Clinical snapshot	Last Wednesday of the month	31.01. 28.02. 27.03.	24.04. 29.05. 26.06.	31.07. 28.08. 25.09.	30.10. 27.11. 30.12.	9,000	990 €	110 €
Congress Special	To the designated congress	22.04. DGIM				24,500	2,695 €	110 €
Main Topic	Once	13.01. Nutrition and Adipositas 11.10. Vaccination 29.02. Rare Diseases Day				24,500	2,695 €	110 €

* Price per 1,000 subscribers

* Status: August 2023. The number of subscribers is the number of registered doctors (HWG-compliant delivery).

** From 5,000 subscribers in the respective selection plus placement surcharges: 1st ad space + 300 €, 2nd ad space + 200 €, 3rd ad space + 100 €.

AICU

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**	CPM
Monday Bulletin Specialty targeting AICU 	Each Monday	Dates see slide 24	3,900	1,170 €	300 €

GP

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Monday Bulletin GP distributor 	Each Monday	01.01.	08.04.	15.07.	21.10.	23,000	3,450 €	150 €
		08.01.	15.04.	22.07.	28.10.			
		15.01.	22.04.	29.07.	04.11.			
		22.01.	29.04.	05.08.	11.11.			
		29.01.	06.05.	12.08.	18.11.			
		05.02.	13.05.	19.08.	25.11.			
		12.02.	20.05.	26.08.	02.12.			
		19.02.	27.05.	02.09.	09.12.			
		26.02.	03.06.	09.09.	16.12.			
		04.03.	10.06.	16.09.	23.12.			
		11.03.	17.06.	23.09.	30.12.			
		18.03.	24.06.	30.09.				
		25.03.	01.07.	07.10.				
		01.04.	08.07.	14.10.				
		12.01.	19.04.	26.07.	01.11.			
Deutsches Ärzteblatt Digital issue GP distributor	Publication date of Deutsches Ärzteblatt (print)	26.01.	03.05.	09.08.	15.11.	19,400	2,910 €	150 €
		09.02.	17.05.	23.08.	29.11.			
		23.02.	31.05.	06.09.	13.12.			
		08.03.	14.06.	20.09.	27.12.			
		22.03.	28.06.	04.10.				
		05.04.	12.07.	18.10.				
Daily news	Daily (Mon.–Fri.)					24,500	2,695 €	110 €

* Price per 1,000 subscribers
* Status: August 2023. The number of subscribers is the number of registered doctors (HWG-compliant delivery).
** From 5,000 subscribers in the respective selection plus placement surcharges: 1st ad space + 300 €, 2nd ad space + 200 €, 3rd ad space + 100 €.

DERMATOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Dermatology	4th Thursday of the month	25.01. 22.02. 28.03.	25.04. 23.05. 27.06.	22.08. 26.09. 24.10.	28.11. 20.12.	2,000	420 €	210 €
Perspectives of Dermatology	Publication date of the supplement	26.01.		01.11. EADV Special		2,000	420 €	210 €
Congress Special	To the designated congress	25.07. FOBi		04.10. EADV		2,000	500 €	250 €

DIABETOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Diabetology	1st Saturday of the month	06.01.	06.04.	06.07.	05.10.	7,900	1,817 €	230 €
		03.02.	04.05.	03.08.	02.11.			
		02.03.	01.06.	07.09.	07.12.			
Perspectives of Diabetology	Publication date of the supplement	28.06.				7,900	1,817 €	230 €
Congress Special	To the designated congress	18.05. DDG 25.06. ADA		21.09. EASD		7,900	1,975 €	250 €
Main Topic	once	14.11. World Diabetes Day				7,900	1,975 €	250 €

* Price per 1,000 subscribers

* Status: August 2023. The number of subscribers is the number of registered doctors (HWG-compliant delivery).

** From 5,000 subscribers in the respective selection plus placement surcharges: 1st ad space + 300 €, 2nd ad space + 200 €, 3rd ad space + 100 €.

GASTROENTEROLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Gastroenterology	3rd Monday of the month	15.01. 19.02. 18.03.	15.04. 27.05. 17.06.	15.07. 19.08. 21.10.	18.11. 16.12.	2,800	588 €	210 €
Perspectives of Gastroenterology	Publication date of the supplement	19.04.				2,800	588 €	210 €
Main Topic	once	09.03. Colorectal Cancer Month				10,600	2,650 €	250 €
Congress Special	To the designated congress	04.03. ECCO		16.09. DGVS		2,800	700 €	250 €

GYNECOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Gynecology	3rd Wednesday of the month	17.01. 21.02. 20.03.	17.04. 15.05. 19.06.	17.07. 21.08. 18.09.	16.10. 20.11. 18.12.	2,100	441 €	210 €
Perspectives of Gynecology	Publication date of the supplement	15.11.				2,100	441 €	210 €
Congress Special	To the designated congress	27.07. DGS				11,200	2,800 €	250 €
		23.10. DGGG				2,100	525 €	250 €
Main Topic	once	04.05. Mammary carcinoma		05.10. Breast Cancer Awareness Month		11,200	2,800 €	250 €
Monday Bulletin Specialty targeting Gynecology	Each Monday	Dates see slide 24				2,500	750 €	300 €



* Price per 1,000 subscribers

* Status: August 2023. The number of subscribers is the number of registered doctors (HWG-compliant delivery).

** From 5,000 subscribers in the respective selection plus placement surcharges: 1st ad space + 300 €, 2nd ad space + 200 €, 3rd ad space + 100 €.

ENT

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**	CPM
Monday Bulletin Specialty targeting HNO	Each Monday	Dates see slide 24	1,000	300 €	300 €



IMMUNOLOGY

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**	CPM
Perspectives of Immunology	Publication date of the supplement	08.03.	44,000	4,840 €	110 €

CARDIOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Cardiology	2nd & 4th Wednesday of the month	10.01.	24.04.	24.07.	13.11.	16,900	3,549 €	210 €
		24.01.	08.05.	14.08.	27.11.			
		14.02.	22.05.	28.08.	11.12.			
		28.02.	12.06.	25.09.	23.12.			
		13.03.	26.06.	09.10.				
		27.03.	10.07.	23.10.				
Perspectives of Cardiology	Publication date of the supplement	31.05.		20.09.		16,900	3,549 €	210 €
Congress Special	To the designated congress	10.04. DGK		11.09. ESC		16,900	4,225 €	250 €

* Price per 1,000 subscribers
* Status: August 2023. The number of subscribers is the number of registered doctors (HWG-compliant delivery).
** From 5,000 subscribers in the respective selection plus placement surcharges: 1st ad space + 300 €, 2nd ad space + 200 €, 3rd ad space + 100 €.

NEUROLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Neurology	1st & 3rd Tuesday of the month	02.01.	02.04.	16.07.	15.10.	13,300	3,059 €	230 €
		16.01.	16.04.	06.08.	03.12.			
		06.02.	07.05.	20.08.	17.12.			
		20.02.	21.05.	03.09.				
		05.03.	04.06.	17.09.				
		19.03.	18.06.	01.10.				
Perspectives of Neurology	Publication date of the supplement	09.08.		13.12. DGN Special		13,300	3,059 €	230 €
Congress Special	To the designated congress	02.07. EAN		19.11. DGN		13,300	3,325 €	250 €
		05.11. Congress on Pain						
		26.11. DGPPN				16,000	4,000 €	250 €
Main Topic	once	30.05. World MS Day				13,300	3,325 €	250 €
Monday Bulletin Specialty targeting Neurology und Psychiatrie	Each Monday	Dates see slide 24				4,200	1,365 €	325 €



* Price per 1,000 subscribers
* Status: August 2023. The number of subscribers is the number of registered doctors (HWG-compliant delivery).
** From 5,000 subscribers in the respective selection plus placement surcharges: 1st ad space + 300 €, 2nd ad space + 200 €, 3rd ad space + 100 €.

ONCOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Oncology	Each Saturday	06.01.	27.04.	20.07.	02.11.	10,000	2,300 €	230 €
		13.01.	11.05.	03.08.	09.11.			
		20.01.	18.05.	10.08.	16.11.			
		10.02.	25.05.	24.08.	23.11.			
		02.03.	01.06.	31.08.	30.11.			
		16.03.	15.06.	07.09.	07.12.			
		23.03.	22.06.	14.09.	14.12.			
		30.03.	29.06.	28.09.	28.12.			
		06.04.	06.07.	12.10.				
13.04.	13.07.	26.10.						
Digitale Ausgabe Perspectives of Oncology	Publication date of the supplement	09.02.		06.09.		10,000	2,300 €	230 €
		05.04. DKK Special		18.10. ESMO Special				
		12.07. ASCO Special						
Congress Special	To the designated congress	24.02. DKK I		17.09. ESMO I		10,000	2,500 €	250 €
		28.02. DKK II		21.09. ESMO II				
		04.06. ASCO I		19.10. DGHO				
		08.06. ASCO II		21.12. ASH				
		27.07. DGS				11,200	2,800 €	250 €
Main Topic	once	27.01. Multiple Myeloma		17.08. Hemato-oncology		10,000	2,500 €	250 €
		04.02. World Cancer Day						
		17.02. Prostate carcinoma				12,200	3,050 €	250 €
		09.03. Colorectal Cancer Month				10,600	2,650 €	250 €
		20.04. Lung carcinoma				16,100	4,025€	250 €
		04.05. Mammary carcinoma		05.10. Breast Cancer Awareness Month		11,200	2,800 €	250 €

* Price per 1,000 subscribers

* Status: August 2023. The number of subscribers is the number of registered doctors (HWG-compliant delivery).

** From 5,000 subscribers in the respective selection plus placement surcharges: 1st ad space + 300 €, 2nd ad space + 200 €, 3rd ad space + 100 €.

OPHTHALMOLOGY



Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Ophthalmology	1st Wednesday of the month	03.01. 07.02. 06.03.	03.04. 08.05. 05.06.	03.07. 07.08. 04.09.	02.10. 06.11. 04.12.	on request	on request	210 €
Monday Bulletin Specialty targeting Ophthalmology	Each Monday	Dates see slide 24				1,100	330 €	300 €

ORTHOPEDICS AND RHEUMATOLOGY



Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Orthopedics and Rheumatology	2nd Thursday of the month	11.01. 08.02. 14.03.	11.04. 10.05. 13.06.	11.07. 08.08. 12.09.	14.11. 12.12.	on request	on request	210 €
Congress Special	To the designated congress	27.06. EULAR		10.10. DGRH		on request	on request	250 €

PEDIATRICS

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Pediatrics	2nd Saturday of the month	13.01. 10.02. 09.03.	13.04. 11.05. 08.06.	13.07. 10.08. 14.09.	12.10. 09.11. 14.12.	2,700	567 €	210 €
Congress Special	To the designated congress	28.09. DGKJ				2,700	675 €	250 €
Monday Bulletin Specialty targeting Pediatrics	Each Monday	Dates see slide 24				2,300	690 €	300 €



* Price per 1,000 subscribers

** Status: August 2023. The number of subscribers is the number of registered doctors (HWG-compliant delivery).

** From 5,000 subscribers in the respective selection plus placement surcharges: 1st ad space + 300 €, 2nd ad space + 200 €, 3rd ad space + 100 €.

PNEUMOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Preis	CPM
Pneumology	1st & 3rd Thursday of the month	04.01.	04.04.	18.07.	17.10.	11,400	2,622 €	230 €
		18.01.	02.05.	01.08.	07.11.			
		01.02.	16.05.	15.08.	21.11.			
		15.02.	20.06.	05.09.	05.12.			
		21.03.	04.07.	02.10.	19.12.			
Perspectives of Pneumology	Publication date of the supplement	17.05.		23.08.		11,400	2,622 €	230 €
Congress Special	To the designated congress	07.03. DKK		12.09. ERS		11,400	2,850 €	250 €
		25.04. DGP		26.09. ESMO				
		06.06. ASCO						
Main Topic	once	20.04. Lung carcinoma				16,100	4,025 €	250 €

UROLOGY

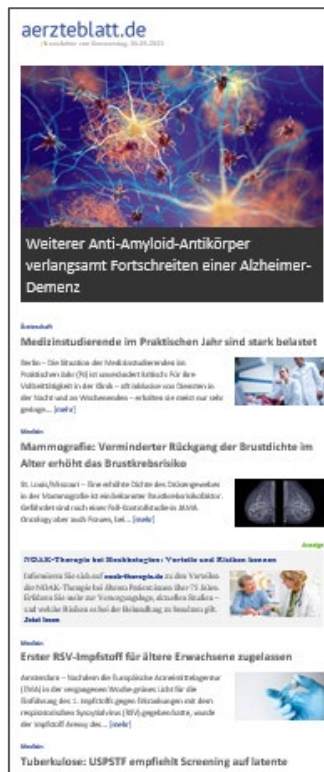
Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**	CPM
Urology	2nd & 4th Tuesday of the month	09.01.	09.04.	23.07.	26.11.	6,300	1,449 €	230 €
		23.01.	23.04.	13.08.	10.12.			
		13.02.	14.05.	27.08.				
		27.02.	28.05.	10.09.				
		12.03.	25.06.	22.10.				
		26.03.	09.07.	12.11.				
Congress Special	To the designated congress	11.06. ASCO 24.09. ESMO		08.10. DGU		6,300	1,575 €	250 €
Main Topic	once	17.02. Prostate carcinoma				12,200	3,050 €	250 €

* Price per 1,000 subscribers

* Status: August 2023. The number of subscribers is the number of registered doctors (HWG-compliant delivery).

** From 5,000 subscribers in the respective selection plus placement surcharges: 1st ad space + 300 €, 2nd ad space + 200 €, 3rd ad space + 100 €.

NEWSLETTER – HWG-COMPLIANT CPC BOOKING



Performance-based booking in the newsletter Daily news:

- Predictability thanks to fixed click target - 3 package options
- Flexible campaign start due to daily dispatch frequency
- A/B test included

Packet options according to number of clicks:

	100 clicks	150 clicks	200 clicks
Cost per click	€ 45.–	€ 42.–	€ 40.–
Number of clicks	100	150	200
Packet price	€ 4,500.–	€ 6,300.–	€ 8,000.–

NEW

Do you have questions about our NEWSLETTERS?



Sarah Wagner
Phone +49 (0) 2234 7011-254
s.wagner@aerzteverlag.de



David Schey
Phone +49 (0) 2234 7011-322
schey@aerzteverlag.de

MEDICAL PATIENT COMMUNICATION

More and more people in Germany are using digital channels to find out about medical topics. Patients and their relatives, for example, use the specialist newsletters of Deutscher Ärzteverlag to obtain reliable medical information.

Recommended for awareness campaigns aimed specifically at patients.

Newsletter	Publication schedule	Subscribers*	Price**	CPM
Dermatology	4th Thursday of the month	3.500	158 €	45 €
Diabetology	1st Saturday of the month	13.100	590 €	45 €
Gastroenterology	3rd Monday of the month	4.300	194 €	45 €
Gynecology	3rd Wednesday of the month	3.500	158 €	45 €
Cardiology	2nd & 4th Wednesday of the month	24.100	1.085 €	45 €
Neurology	1st & 3rd Tuesday of the month	28.700	1.292 €	45 €
Oncology	Each Saturday	21.000	945 €	45 €
Ophthalmology	1st Wednesday of the month	on request	on request	45 €
Pediatrics	2nd Saturday of the month	3.000	135 €	45 €
Pneumology	1st Thursday of the month	16.100	725 €	45 €
Rheumatology und Orthopedics	2nd Thursday of the month	on request	on request	45 €
Urology	2nd Tuesday of the month	13.900	626 €	45 €

* Price per 1,000 subscribers

** Status: August 2023. The number of subscribers is the number of registered doctors (HWG-compliant delivery).

** From 5,000 subscribers in the respective selection plus placement surcharges: 1st ad space + 300 €, 2nd ad space + 200 €, 3rd ad space + 100 €.

INFOCENTER

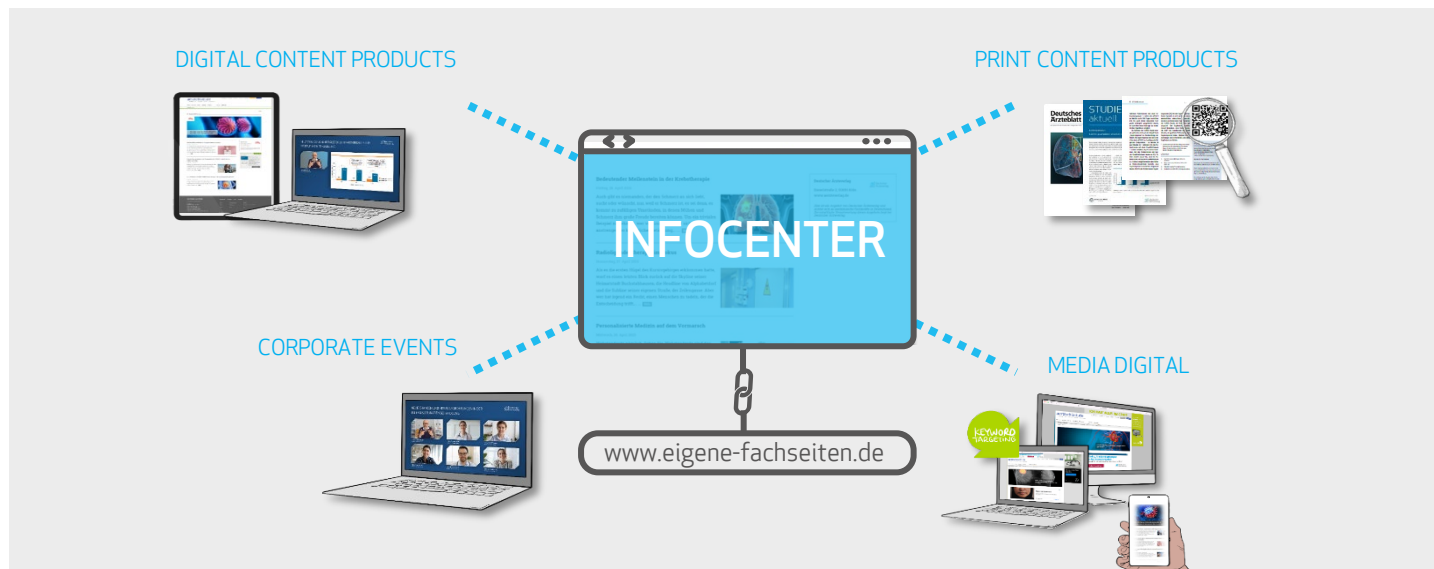
The Infocenter on aerzteblatt.de serves as a central point of contact for doctors on specific topics, products, indications or clinical pictures from the fields of RX and medical technology.

Goal:	High-quality and sustainable contacts in the desired specialist target group	
Content:	3 to 12 articles, including up to 6 articles written by our medical journalists on request	
Traffic supply:	Basic services included in the package	
Runtime:	from 6 months	from 35,000 €

Do you have questions about our
INFOCENTER?



Andreas Kotte
Phone +49(0) 2234 7011-135
kotte@aerzteverlag.de



ADVERTORIAL MICROSITE

The advertorial microsite as a separate subpage on aerzteblatt.de is suitable as a marketing component for B2C and B2B communication. Content takes place in the open user area and can be found via organic search.

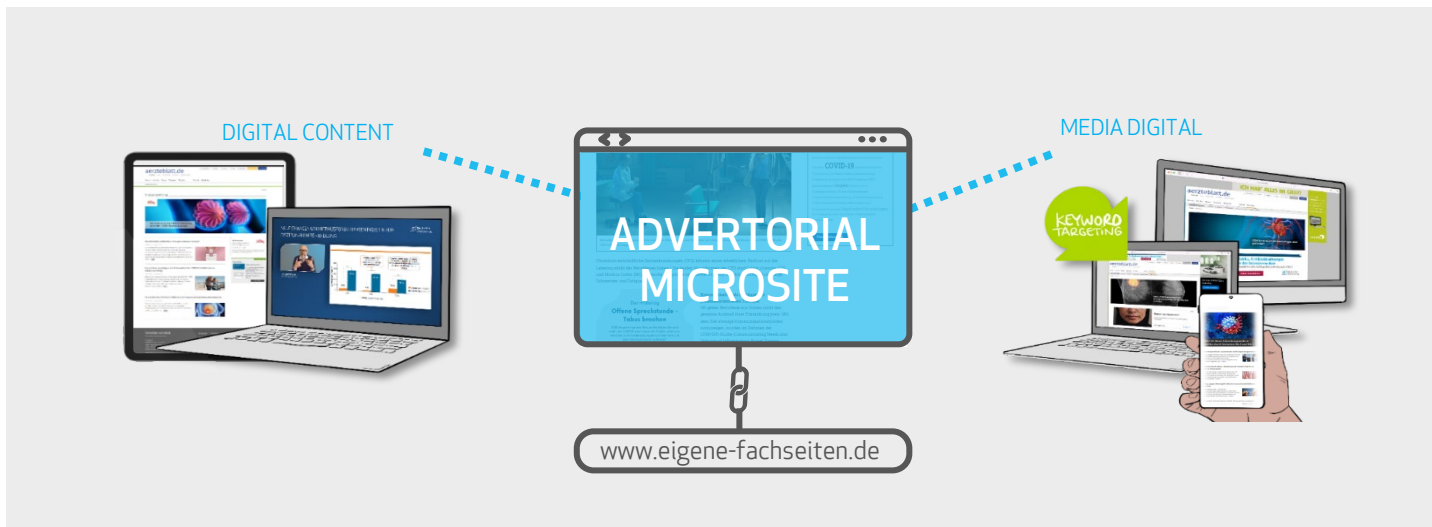
Goal:	Awareness campaigns as well as product or brand communication are addressed to both the medical target group and patients.
Content:	Individually designed microsite
Traffic supply:	Basic services included in the package
Runtime:	from 1 month

from 12,500 €

Do you have questions about our
ADVERTORIAL MICROSITE?



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kotte@aerzteverlag.de





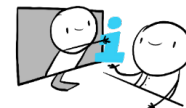
DIGITAL-ONLY ARTICLES

INTENTION:

Structured and practice-oriented presentation/comparison/ discussion of current therapy options

GOAL:

Digital short article for compact knowledge transfer in an HWG-compliant environment



COMPONENTS:

- Digital One-Pager on aerzteblatt.de
- Preparation of the scientific article by independent specialist editors
- Final editing and proofreading, as well as two correction loops
- Runtime 12 months

7,500 €



ADVERTISING BUNDLE:

- Targeted promotion of the corporate media products
- Placement in relevant newsletters
- Flexible booking times after release of the publication
- Provision of content teasers based on the publication

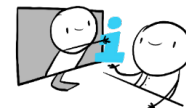
from 6,800 €



WEBCAST

INTENTION:

Knowledge transfer – by experts for experts



GOAL:

Medical “ready-to-go knowledge” for use in private practice

COMPONENTS:

- Step-by-step knowledge transfer
- Recording with MS Teams
- Duration: 10–15 min
- Post-production in the look & feel of Deutscher Ärzteverlag incl. two correction loops

from 9,500 €



Advertising Bundle:

- Targeted promotion of the corporate media products
- Placement in relevant newsletters
- Flexible booking times after release of the publication
- Provision of content teasers based on the publication

from 6.800 €

Advertisement Teaser:

Sepsis-Versorgung mit Verbesserungsbedarf

Berlin – Jeder Jahr sterben in Deutschland etwa 75.000 Menschen an einer Sepsis. Zwischen den Anrechnungsgesetzen der Krankenkassen und den tatsächlichen Patienten gibt es allerdings Unterschiede. Zudem folgen von Patienten mit Sepsis... (mehr)

THEMA: Sepsis

Typ-2-Diabetes: Insulinanwendung in der häuslichen Praxis

Etwa 60–70 % der Menschen mit Typ-2-Diabetes werden Insulin in häuslicher Praxis versorgt. Doch ist Typ-2-Diabetes eher eine von vielen Erkrankungen auf die Untersuchungen mit einer noch anderen... (mehr)

Medien:

Uterusfaktor-Infektibilität: US-Studie beschreibt Verfahren als realistische Option



INTERVIEW

INTENTION:

Short and compact information transfer



GOAL:

Create and distribute information packages quickly and in compact form

COMPONENTS:

- Recording with MS Teams
- Support from an independent specialist editor
- Expert statements (2–3 min)
- Embedding in special publications on aerzteblatt.de

from 3,500 €

TIP
 INCREASE
 COVERAGE

Sepsis-Versorgung mit Verbesserungsbedarf

Berlin – Jeder Jahr sterben in Deutschland etwa 75.000 Menschen an einer Sepsis. Zwischen den Anrechnungssätzen der Krankenhäuser und den tatsächlichen Patienten gibt es allerdings Unterschiede. Zudem folgen sich Patienten mit einem ... (mehr)

THEMA: Sepsis

Typ-2-Diabetes: Insulinanpassung in der hausärztlichen Praxis

Etwa 60–90 % der Menschen mit Typ-2-Diabetes werden Insulin in hausärztlicher Praxis versorgt. Doch ist Typ-2-Diabetes eher eine von vielen Erkrankungen auf die Untersuchungen mit einer ... (mehr)

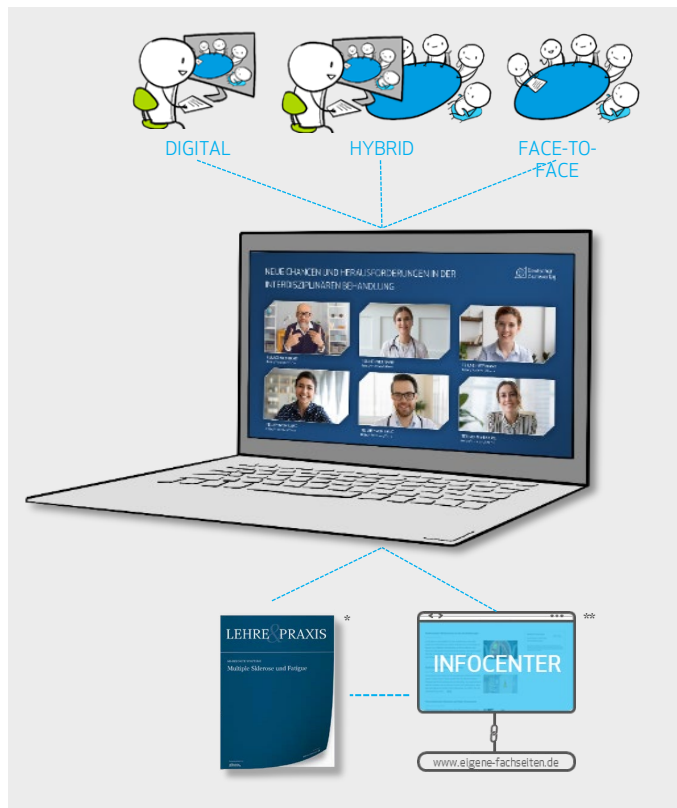
Medien:

Uterusfaktor-infertilität: US-Studie beschreibt Verfahren als realistische Option

ADVERTISING BUNDLE:

- Targeted promotion of the corporate media products
- Placement in relevant newsletters
- Flexible booking times after release of the publication
- Provision of content teasers based on the publication

from 6,800 €



EXPERT ROUNDTABLE – FACE-TO-FACE, HYBRID OR DIGITAL

INTENTION:

Exchange of knowledge among experts and consensus finding

GOAL:

Development of recommendations for practicing physicians

COMPONENTS:

- Keynote speeches and discussions by experts
- Face-to-face in the neutral environment of Deutscher Ärzteverlag
- Moderation & participation of medical journalist
- Publication of the results as a scientific consensus paper in the German Medical Journal or on aerzteblatt.de
- Hybrid or digital variant possible

from 16,200 €

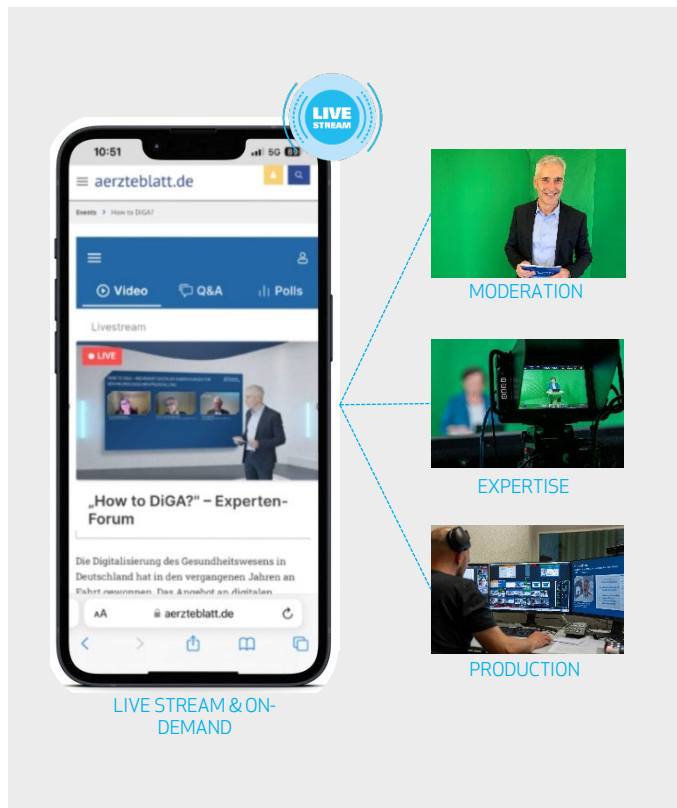
Do you have questions about our EXPERT ROUNDTABLE?



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kotte@aerzteverlag.de



EXPERT FORUM DIGITAL

INTENTION:

LIVE & On-demand knowledge transfer – from experts for experts



GOAL:

Medical “ready-to-go knowledge” for use in private practice

COMPONENTS:

- Keynote speeches and discussions by experts (max. 3) live on aerzteblatt.de
- On-demand lectures as webcasts on aerzteblatt.de
- Interested peers, connected via live stream
- Support in audience acquisition

from 23,900 €

Do you have questions about our EXPERT FORUM?



Andreas Kotte

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kotte@aerzteverlag.de

ADVERTISEMENT

TRANSFER OF DIGITAL DATA

Before digital advertisements can be transferred, the advertising management must have a corresponding advertisement contract for the advertisements. The general advertising deadlines apply. A 1:1 printout or a final colour press proof is required to check the advertisement which is been transferred.

TRANSFER OF ADVERTISEMENT

File names must contain the journal name, the edition and the customer names. Please avoid special characters, spaces and umlauts.

TRANSMISSION BY EMAIL

Please always send the data compressed as a ZIP file:
Text section ads: print-media@aerzteverlag.de

DATA ARCHIVING

All data are archived. Unmodified repetitions are therefore normally possible. However, a data guarantee will not be accepted.

DATA FORMATS

An unseparated PDF file must be delivered. Open data formats (e.g. InDesign QuarkXPress, etc.) should be avoided. At the very least, the file must be printable, i.e. all fonts used must be embedded. Halftone images require a resolution of 300 dpi; line art images, a resolution of at least 600 dpi.

COLOR SPACE

The data should be in the CMYK colour space. Any special colours (to be discussed with the publisher!) must be correctly named (HKS or Pantone). If you would like to work in the media-neutral LAB colour space, please pay for a proof in order so that the print results may be checked in advance.

Because conversion to CMYK colour space requires a lot of intervention in your data, neither the publisher nor the printer can guarantee the correct colour - reproduction without the printing approval of this proof.

Color profile for the cover: `pso_lwc_improved.icc`

Color profile for the content: `PSO_INP_Paper_eci`

DESIGN

Please do not add any additional texts to your document – they will otherwise be printed. If you would like to send us additional information, simply send it to us by e-mail. Please create full-page and page-part advertisements that are trimmed with crop marks and a bleed of 3 mm on all sides. Please create full-page advertisements that are to be trimmed with trim marks and bleed.

WARRANTY/ADDITIONAL COSTS

Only the data on the data medium can be exposed. The publisher accepts no liability for deviations in texts, images and colours. Incorrect exposures on the basis of incomplete or erroneous files, incorrect settings or incomplete information are still charged.

INSERTS AND BOUND INSERTS

Inserts and bound inserts must arrive, free of freight and other charges, at the latest two weeks before the publication date of the issue:

L. N. Schaffrath GmbH & Co. KG DruckMedien
z. Hd. Dietmar Bexkens | DÄ (incl. Issue-No.)
Marktweg 42–50
47608 Geldern/Ndrh.

The accompanying documents must include information concerning the number of the transport units, journal title and issue number. Also, a sample must be visibly attached to each package unit.

In case of improper delivery, we reserve the right to charge any resulting additional costs.

BOUND INSERTS

Bound inserts are to be delivered untrimmed and unfolded. For bound inserts, the “front cover” should be precisely indicated. The bound inserts must be correctly processed when delivered.

INSERTS

The inserts must be properly processed, packaged as little as possible and suitable for machine processing (unfolded) when delivered.

Any extra costs arising from the unpacking of bound inserts and inserts will be charged.

DIGITAL

Display and newsletter advertising material must be sent at least five working days before the start of the campaign to:

digital-sales@aerzteverlag.de

TECHNICAL SPECIFICATIONS

Each advertising medium requires coordination with the Deutscher Ärzteverlag or Business Advertising. The publisher reserves the right to reject advertising media that are not designed according to specifications, are incorrectly programmed or are aimed at misleading or massively disturbing the user.

Details on the delivery of advertising material at

www.aerzteverlag.de

Issues Deutsches Ärzteblatt 2024																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Perspectives of Dermatology		X																								
Dermatology – Congress Special																						X				
Focus on Dermatology	X			X				X			X				X			X			X					X
Perspectives of Diabetology													X													
Focus on Diabetology							X					X					X						X			
Perspectives of Gastroenterology								X																		
Focus on Gastroenterology		X					X													X						X
Perspectives of Gynecology																							X			
Focus on Gynecology					X									X												
Focus on Hepatitis/HIV			X					X						X							X					
Perspectives of Immunology					X																					
Focus on Immunology				X											X							X				X
Perspectives of Cardiology											X								X							
Focus on Cardiology			X							X								X					X			
Perspectives of Neurology																X										
Neurology – Congress Special																										X
Focus on Neurology		X				X				X			X				X		X				X		X	
Perspectives of Oncology			X															X								
Oncology - Congress Special							X							X							X					
Focus on Oncology	X	X	X	X	X	X	X		X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
Perspectives of Pneumology										X							X									
Focus on Pneumology					X				X			X				X				X				X		
Focus on Rheumatology									X							X										
Focus on Urology						X													X							

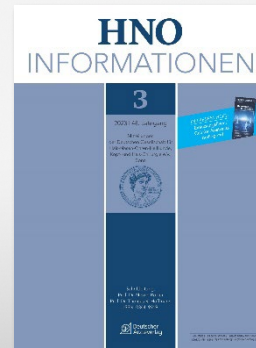
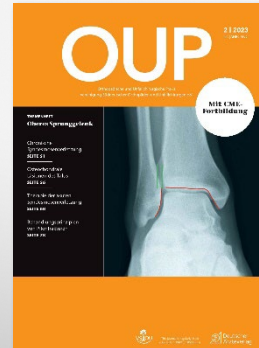
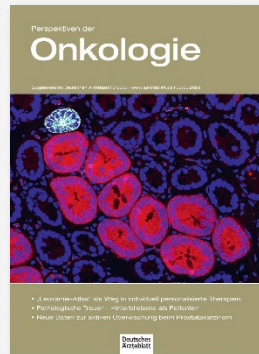
Issue no.	Date of publication Print* & Newsletter*	Advertisement deadline at 10 a.m.	Focus topics Print* & Newsletter*			Supplement Perspectives
1	12.01.	22.12.2023	Oncology	Dermatology	-	
2	26.01.	16.01.2024	Oncology	Neurology	Gastroenterology	Perspectives of Dermatology
3	09.02.	30.01.2024	Oncology	Hepatitis/ HIV	Cardiology	Perspectives of Oncology I
4	23.02.	13.02.2024	Oncology	Dermatology	Immunology	-
5	08.03.	27.02.2024	Oncology	Pneumology	Gynecology	Perspectives of Immunology
6	22.03.	12.03.2024	Oncology	Neurology	Urology	-
7	05.04.	22.03.2024	Oncology	Gastroenterology	Diabetes	DKK Special
8	19.04.	09.04.2024	Hepatitis/HIV	Dermatology	-	Perspectives of Gastroenterology
9	03.05.	23.04.2024	Oncology	Pneumology	Rheuma	-
10	17.05.	06.05.2024	Oncology	Neurology	Cardiology	Perspectives of Pneumology I
11	31.05.	21.05.2024	Oncology	Dermatology	-	Perspectives of Cardiology I
12	14.06.	04.06.2024	Oncology	Pneumology	Diabetes	-
13	28.06.	18.06.2024	Oncology	Neurology	-	Perspectives of Diabetology

* The date of publication indicated refers to the day two days after dispatch as Post Basic press release.
+ Newsletter "Deutsches Ärzteblatt Digital Issue" is always published in parallel to the publication date of the print edition and digitally reproduces its content (including the focus topics).

Issue no.	Date of publication Print* & Newsletter*	Advertisement deadline at 10 a.m.	Focus topics Print* & Newsletter*			Supplement Perspectives
14	12.07.	02.07.2024	Hepatitis/HIV	Gynecology	–	ASCO Special
15	26.07.	16.07.2024	Oncology	Dermatology	Immunology	–
16	09.08.	30.07.2024	Oncology	Pneumology	Rheuma	Perspectives of Neurology
17	23.08.	13.08.2024	Oncology	Neurology	Diabetes	Perspectives of Pneumology II
18	06.09.	27.08.2024	Oncology	Dermatology	Cardiology	Perspectives of Oncology II
19	20.09.	10.09.2024	Oncology	Neurology	Urology	Perspectives of Cardiology II
20	04.10.	24.09.2024	Oncology	Gastroenterology	Pneumology	–
21	18.10.	08.10.2024	Oncology	Hepatitis/HIV	Dermatology	ESMO Spezial
22	01.11.	22.10.2024	Oncology	Neurology	Immunology	EADV Spezial
23	15.11.	05.11.2024	Oncology	Diabetes	Cardiology	Perspectives of Gynecology
24	29.11.	19.11.2024	Oncology	Neurology	Pneumology	–
25	13.12.	03.12.2024	Gastroenterology	Immunology	–	DGN Spezial
26	27.12.	13.12.2024	Oncology	Dermatology	–	–

* The date of publication indicated refers to the day two days after dispatch as Post Basic press release.

+ Newsletter "Deutsches Ärzteblatt Digital Issue" is always published in parallel to the publication date of the print edition and digitally reproduces its content (including the focus topics).



Price list No. 66 valid from 01.01.2024

All information is subject to change.

The General Terms and Conditions (GTC) can be found at www.aerzterverlag.de/agb