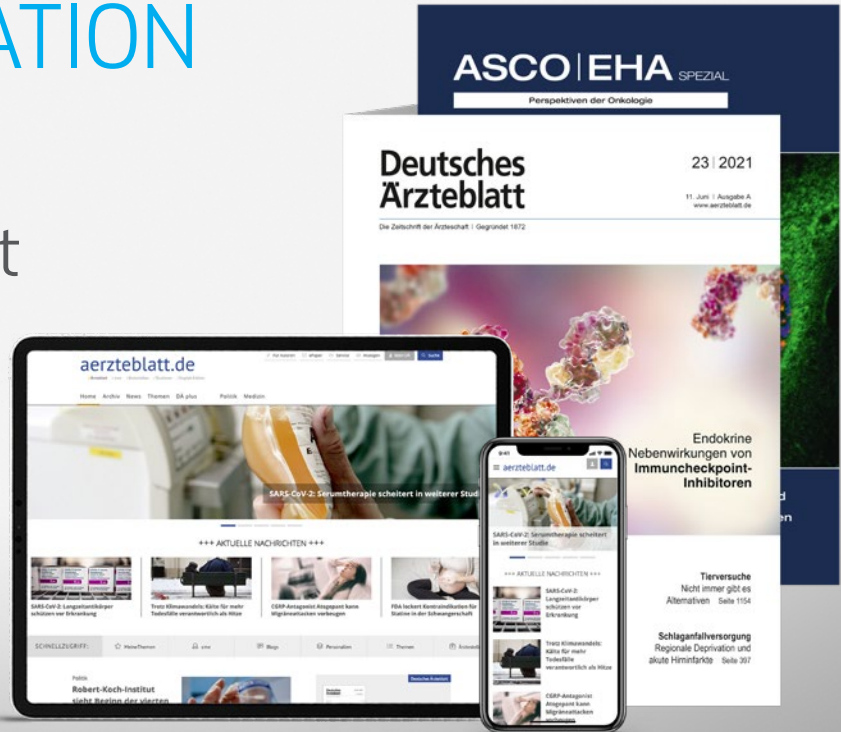


MEDIA INFORMATION 2022

Deutsches Ärzteblatt



www.aerzteverlag.de

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You would like advice or an offer for **CLASSIC ADVERTISING FORMATS** (advertisements/inserts/ bound inserts)?

Region Nord



Miriam Fege

Phone +49 (0) 4175 4006499
Mobile +49 (0) 172 5792180
fege@aerzteverlag.de

Region Süd



Claudia Soika

Phone +49 (0) 89 15907146
Mobile +49 (0) 172 2363730
soika@aerzteverlag.de

You are interested in **SPECIAL PUBLICATIONS** and **CORPORATE MEDIA SOLUTIONS**?



Petra Paul

Phone +49 (0) 2234 7011-239
paul@aerzteverlag.de



Ingrid Schaper

Phone +49 (0) 2234 7011-393
schaper@aerzteverlag.de

Do you have questions about booking your **PRINT ADVERTISEMENT**? *

Deutsches Ärzteblatt



Sigrid Rumrich

Phone +49 (0) 2234 7011-282
rumrich@aerzteverlag.de

Perspectives



Nicole Ohmann

Phone +49 (0) 2234 7011-307
ohmann@aerzteverlag.de

Do you have **GENERAL QUESTIONS** about our media services?

Deutsches Ärzteblatt/aerzteblatt.de



Marek Hetmann

Phone +49 (0) 2234 7011-318
hetmann@aerzteverlag.de

Special publications/Corporate media



Alexander Scheffler

Phone +49 (0) 2234 7011-367
scheffler@aerzteverlag.de

You would like to receive advice or an offer on **ONLINE ADVERTISING** formats (newsletter/display)?

Health



Nora Riecker

Phone +49 (0) 2234 7011-309
riecker@aerzteverlag.de

Non-health



Petra Schwarz

Phone +49 (0) 2234 7011-262
Mobile +49 (0) 152 57125893
schwarz@aerzteverlag.de

Do you have **EDITORIAL** questions?

Deutsches Ärzteblatt/ aerzteblatt.de

Editorial department Berlin

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

CME/Medizinisch-wissenschaftliche Redaktion

Editorial department Köln

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

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 and special pages on various topics
(SEE PUBLICATION SCHEDULE)

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.

By combining it with zm – Zahnärztliche Mitteilungen from the same publisher, your advertising can simultaneously reach all employed physicians and dentists in Germany.

TARGET GROUP

All employed physicians in the Federal Republic of Germany.

These are addressed with the following allocation options:

- A: Practice allocation (registered physicians)
- B: Clinic allocation (hospital physicians)

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
Postfach 40 02 54 | 50832 Köln

INTERNET ADDRESS (URL)

www.aerzteverlag.de
www.aerzteblatt.de

VOLUME

Volume 119, 2022

PUBLICATION FREQUENCY

weekly
(double issues in January, June, July, August, September, and December,
see PUBLICATION SCHEDULE)

MEMBERSHIP

LA-MED, IVW, AGOF

FORMAT

207 × 280 mm

TYPE AREA

Editorial advertisements: 173 mm wide; 254 mm high
Classified adverts: 186 mm wide; 260 mm high

BLEED

3 mm on each side to be trimmed

BASIC FONT

7 point Helvetica Neue

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 DAAEDED

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



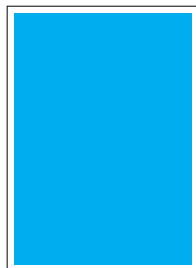
Average number of copies (2nd quarter 2021)	Practice Allocation (A)	Clinic Allocation (B)
Print run	125,238	195,013
Actually distributed issues (ADI)	124,187	194,753
Paid circulation	122,782	194,585
Circulation sent abroad	7	-
Subscribed copies	122,773	194,584
Member portion of circulation	122,458	194,462
Retail sales	-	-
Other sales	9	1
Free copies	1,405	168
Remaining and archive copies	1,051	260

Source: IVW, as of 2nd Quarter 2021

Print run 2022

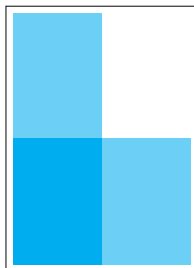
Practice allocation (A)	Registered physicians	130,000 copies
Practice allocation (A), GP edition	GPs/practitioners, internal specialists	56,900 copies
Clinic allocation (B)	Hospital physicians	195,000 copies
Practice/clinic allocation (A+B)	Registered + hospital physicians	325,000 copies
GP/clinic allocation (GP+B)	General practitioners/ practitioners, internal specialists, hospital physicians	251,900 copies
Complete allocation (ABC)	All employed physicians	392,000 copies

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



1/1 page
173 × 254 mm
Bleed size
207 × 280 mm

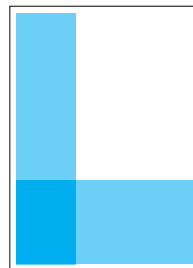
GP	€ 10,320.-
A	€ 13,750.-
B	€ 10,790.-
Complete	€ 20,290.-



1/2 page vertical
84 × 254 mm
Bleed size
101 × 280 mm

1/2 page horizontal
173 × 125 mm
Bleed size
207 × 142 mm

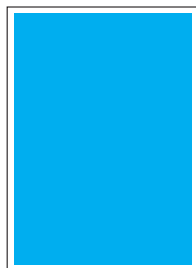
GP	€ 5,610.-
A	€ 7,520.-
B	€ 6,080.-
Complete	€ 11,360.-



1/3 page vertical
55 × 254 mm
Bleed size
72 × 280 mm

1/3 page horizontal
173 × 85 mm
Bleed size
207 × 102 mm

GP	€ 3,810.-
A	€ 5,030.-
B	€ 4,240.-
Complete	€ 7,570.-

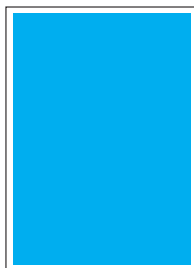


**Inside front cover or
back cover**

A	€ 16,480.-
B	€ 12,930.-
Complete	€ 24,360.-

Inside back cover

A	€ 13,750.-
B	€ 10,770.-
Complete	€ 20,290.-



Premium placement

Aktuell
Topic environment
1/1 page

A	€ 14,880.-
B	€ 11,430.-
Complete	€ 21,780.-



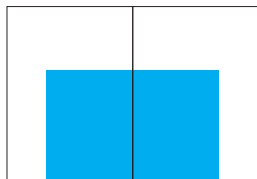
Advertorial

1/1 page

GP	€ 11,230.-
A	€ 14,880.-
B	€ 11,430.-
Complete	€ 21,780.-

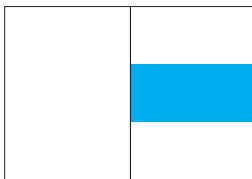
Bleed sizes: additional 3 mm bleed margin at the outer edges.
Special forms of advertising on request.

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



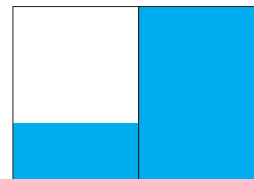
Tunnel advertisement
278 × 148 mm

GP	€ 11,230.-
A	€ 15,040.-
B	€ 12,150.-
Gesamt	€ 22,720.-



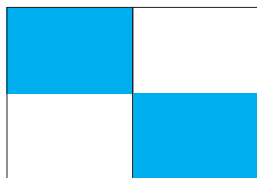
Flag advertisement
207 × 102 mm

GP	€ 5,610.-
A	€ 7,520.-
B	€ 6,080.-
Gesamt	€ 11,360.-



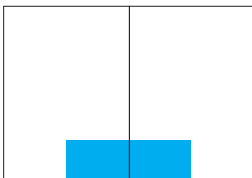
L-advertisement
207 x 102 mm/
207 x 280 mm

GP	€ 15,930.-
A	€ 21,270.-
B	€ 16,870.-
Gesamt	€ 31,650.-



Checkerboard advertisement
207 × 142 mm

GP	€ 11,230.-
A	€ 15,040.-
B	€ 12,150.-
Gesamt	€ 22,720.-



Shaft-advertisement
127 × 49 mm

GP	€ 6,280.-
A	€ 8,280.-
B	€ 6,740.-
Gesamt	€ 12,500.-

Do you have any questions about our
INDUSTRIAL ADVERTISEMENTS?



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

DISCOUNTS

Frequency discount Publications of uniform size of at least:	
3 adverts	2 %
6 adverts	3 %
12 adverts	5 %
22 adverts	10 %
36 adverts	15 %
44 adverts	20 %

MINIMUM SIZE

Please note the minimum size for advertisements in the editorial section:
100 mm.

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 in such a way that they are clearly distinguishable from the editorial section of the magazine. For content approval and review, please send a sample/design to the publisher at least 10 working days before the advertising deadline.

DISTINCTION BETWEEN ADVERTORIAL AND SPECIAL PUBLICATION

For scientific content and knowledge transfer on prescribable pharmaceutical products and medical devices, only the corporate media products of Deutscher Ärzteverlag are intended.

PRICES

	up to 25 g*	more than 25 g up to 50 g*
fewer than 30,000 copies	€229.–	–
up to fewer than 60,000 copies	€208.–	–
up to fewer than 80,000 copies	€187.–	€198.–
up to fewer than 100,000 copies	€167.–	€177.–
up to fewer than 175,000 copies	€156.–	€167.–
175,000 copies or more	€146.–	€156.–
Postcard**	€ 58.–	–

* Price per thousand

Price for the manufacture of inserts by the publisher on request

Competitive exclusion can not be guaranteed. We retain the right of multiple allocation.

** In conjunction with a 1/1 ad page

Minimum order is 20,000 copies. Current circulation figures available on request.

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.

SIZE

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

GLUED-ON PRODUCT SAMPLES

Prices on request with submission of a sample.

INFORMATION ON INSERTS:

- Required circulation
 - Allocation A: 130,000 copies; allocation B: 195,000 copies; Complete allocation: 392,500 copies. An additional 2 % subsidy each
- Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
- Attached advertisements are only possible with prior consultation.
- Inserts are not discounted.
- Inserts must be designed so that they can be clearly differentiated from the text portion of the journal.
- Only corporate media publications are intended for scientific content and knowledge transfer on prescription pharmaceutical products and medical devices.

PRICES

	Practice allocation (A)	Clinic allocation (B)	Complete allocation
double-sided, price per CPM	€180.–	€160.–	€130.–

Prices for 4, 6 or 8 page bound inserts on request.
For bound inserts with an editorial design, please note our specifications on paperweight on p. 9: Minimum weight of bound inserts 90 g/m². Prices for paper weight of more than 115 g/m² on request.

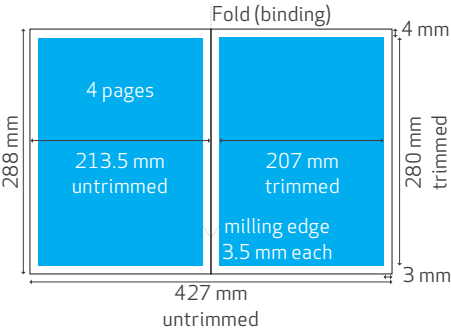
TECHNICAL INFORMATION

Prices apply for all bound inserts that can be processed without additional time required (by machine): Double-sided insert (one sheet) without attached or affixed reply card or samples of products.
Bound inserts that cannot be processed by machine or that are printed on any material other than paper can only be accepted once the publisher receives prior approval from the post office (query made by publisher). When designing the bound inserts, please ensure that none of the fonts or images cross folds that would be disturbed by the milling of the bleed margin. A milling zone of 3.5 mm in the binding must be taken into account.

SIZES

1 sheet = (2 pages) untrimmed, 213.5 × 288 mm

TRIMMING DIAGRAM



INFORMATION ON INSERTS:

- Required circulation
 - Allocation A: 130,000 copies; allocation B: 195,000 copies; Complete allocation: 392,500 copies. An additional 2% subsidy each
- Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
- Attached advertisements are only possible with prior consultation.
- Inserts are not discounted.
- Inserts must be designed so that they can be clearly differentiated from the text portion of the journal.
- Only corporate media publications are intended for scientific content and knowledge transfer on prescription pharmaceutical products and medical devices.



THERAPY/CONGRESS/CASE/PREVENTION/STUDY/ MANAGEMENT UP-TO-DATE*

Compact & comprehensive – your specialist topics in the Deutsches Ärzteblatt.

Implementation time: approx. 1.5 months

Size as supplement: 2-12 pages

Size as an insert: 4-6 pages

Price GP allocation 2 pages: starting at € 19,200.-

Price specialist allocation 2 pages: starting at € 9,800.-



TEACHING & PRACTICE*

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

Implementation time: approx. 4-5 months

Size as supplement: 12-28 pages

Price GP allocation 12 pages: starting at € 42,500.-

Price specialist allocation 12 pages: starting at € 21,000.-



PRACTICE POSTER*

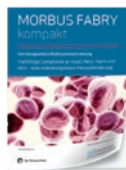
Doctor and patient communication in one publication. On the inside, specialist knowledge for the doctor. On the back is the poster motif for addressing patients.

Implementation time: approx. 1.5 months

Size unfolded: approx. A2

Price GP allocation: starting at € 21,600.-

Price specialist allocation: starting at € 11,600.-



PATIENT INFO COMPACT

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

Implementation time: approx. 4-5 months

Umfang Trägermedium: 4 pages

Umfang Booklet: 12-20 pages

Price GP allocation: starting at € 38,700.-

Price specialist allocation: starting at € 15,600.-



EXPERT ROUNDTABLE

Impulse lectures and discussions on your desired topics. Max. 4 experts exchange information on best practice examples, cases and other topics. The contents will be published as a special publication in the Deutsches Ärzteblatt and on aerzteblatt.de.

Implementation time: approx. 3 months

Price: starting at € 10,500.-

Do you have any questions about
CORPORATE MEDIA?



Ingrid Schaper

Phone +49 (0) 2234 7011-393
schaper@aerzteverlag.de



Petra Paul

Phone +49 (0) 2234 7011-239
paul@aerzteverlag.de

* **OPTIONAL:**
Digital
publication on:
aerzteblatt.de

WHICH TARGET GROUP DO YOU WANT TO ADDRESS?

PRACTICE ALLOCATION

Specialists	Print run	Specialists	Print run
Anaesthesiologists	19,200	Oncologists	7,150
Surgeons	22,300	Ophthalmologists	6,150
Dermatologists	5,100	Orthopedists	14,000
Diabetologists	8,600	Paediatricians	11,750
Gastroenterologists	3,700	Pathologists	1,050
Gynecologists	15,350	Pneumologists	3,000
ENT	5,100	psychiatrists and child psychiatrists	10,050
Cardiologists	7,600	Radiologists	7,000
Laboratory physicians	900	Rheumatologists	1,550
Nephrologists	2,250	Urologists	5,600
Neurologists	10,950		

GP + PRACTICE ALLOCATION

GP + Specialists	Print run	GP + Specialists	Print run
GP	56,900	GP + neurologists	67,850
GP + anaesthesiologists	76,100	GP + oncologists	59,900
GP + surgeons	79,200	GP + ophthalmologists	63,050
GP + dermatologists	62,000	GP + orthopedists	70,900
GP + diabetologists	57,850	GP + paediatricians	68,650
GP + gastroenterologists	59,100	GP + pathologists	57,950
GP + gynecologists	72,250	GP + pneumologists	58,350
GP + ENT	62,000	GP + psychiatrists and child psychiatrists	66,950
GP + cardiologists	61,500	GP + radiologists	63,900
GP + laboratory physicians	57,800	GP + rheumatologists	57,550
GP + nephrologists	57,700	GP + urologists	62,500

FORMATE CORPORATE MEDIA PUBLICATIONS

Topic series
as an insert
(GP and specialist selection)



Scope:
2/4/6/8/12

TEACHING & PRACTICE
(GP and specialist selection)



Scope:
12/16/20/24

PRAXISPOSTER
(GP and specialist selection)



Scope:
2/4

Topic series
as an attached insert
(specialist selection)



Scope:
4/6

*** OPTIONAL:**
Digital publication on:
aerzteblatt.de

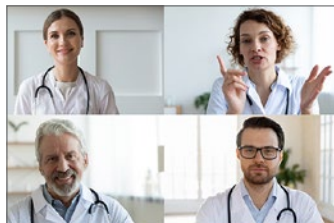
CORPORATE MEDIA DIGITAL



CROSS MEDIA PUBLICATION*

Digital publication of the special publication on aerzteblatt.de. Increase the visibility of the print publication in the Deutsches Ärzteblatt through cross-media extension on aerzteblatt.de. In addition, we recommend the use of our newsletter portfolio.

€ 2,500.-



ROUNDTABLE.DIGITAL / EXPERT FORUM.DIGITAL*

Use the digital version of the roundtable to bring experts together regardless of location. Keynote speeches and discussions form the basis of the event. The Expert Forum also offers the option of involving up to 50 colleagues as audience members.

starting at € 10,500.-



VIDEO INTERVIEW / eTUTORIAL*

Video formats are an ideal complement to your event or special publication. Here, central questions, results and measures around your topic are bundled with your key-opinion leaders and attractively captured in moving image. The recording can take place on site, in the film studio of Deutscher Ärzteverlag or completely digitally.

starting at € 3,500.- / starting at € 8,500.-

* Bookable in combination with the printed publication in the Deutsches Ärzteblatt.

BRIEF DESCRIPTION

The supplement series of the 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**.

The „Perspectives“ are made available to the respective specialist group and **enclosed with the Deutsches Ärzteblatt**. In the case of the disciplines of internal medicine, all practitioners in private practice, general practitioners and internists also receive a copy of the supplement in their Deutsches Ärzteblatt. Since 2020, **congress issues** have complemented the supplement series

„Perspectives“. Under the name **„Congress Special“**, scientific studies and their findings are highlighted in condensed form and bundled in a supplement. Only the respective specialist groups receive this print supplement.

The supplements of the „Perspectives“ series are **made available digitally to all doctors** at www.aerzteblatt.de/perspektiven to all doctors.



Perspectives of ...	Print run	Target group	Prices		
			1/1 200 × 275 mm*	1/2 93 × 275 mm*/ 200 × 136 mm*	Cover 200 × 275 mm*
Oncology	59,900	Oncologists + GP	€ 6,990,-	€ 4,100,-	€ 8,390,-
Cardiology	61,500	Cardiologists + GP	€ 6,990,-	€ 4,100,-	€ 8,390,-
Diabetology	57,850	Diabetologists + GP	€ 6,990,-	€ 4,100,-	€ 8,390,-
Pneumology	58,350	Pneumologists + GP	€ 6,990,-	€ 4,100,-	€ 8,390,-
Dermatology	5,100	Dermatologists	€ 3,820,-**	€ 2,290,-**	€ 4,580,-**
Immunology	10,350	Gastroenterologists, Rheumatologists, Dermatologists	€ 4,320,-**	€ 2,590,-**	€ 5,170,-**
Neurology	10,950	Neurologists	€ 4,040,-**	€ 2,420,-**	€ 4,840,-**

Congress Special	Print run	Target group	Prices		
			1/1 200 × 275 mm*	1/2 93 × 275 mm*/ 200 × 136 mm*	Cover 200 × 275 mm*
Congress Special Oncology (ASH, ASCO, ESMO, DKK)	7,150	Oncologists	€ 3,890,-**	€ 2,600,-**	€ 5,450,-**
Congress Special Dermatology (EADV)	5,100	Dermatologists	€ 3,820,-**	€ 2,290,-**	€ 4,580,-**

Special advertising formats available on request

* Bleed sizes: additional 3 mm bleed on each page to be trimmed

** Prices are not discountable.

Perspectives	DP/AD*	DP/AD*	DP/AD*	DP/AD*
Perspectives of Oncology	18.02.22 26.01.22	20.05.22 27.04.22	02.12.22 09.11.22	–
Congress Special Oncology	ASH 10.01.22 13.12.21	ASCO 08.08.22 14.07.22	ESMO 14.10.22 20.09.22	DKK 27.12.22 01.12.22
Perspectives of Cardiology	17.06.22 20.05.22	16.09.22 24.08.22	–	–
Perspectives of Diabetology	21.01.22 29.12.21	11.07.22 15.06.22	–	–
Perspectives of Pneumology	29.04.22 04.04.22	28.10.22 05.10.22	–	–
Perspectives of Dermatology	04.03.22 07.02.22	–	–	–
Congress Special Dermatology	EADV 11.11.22 18.10.22	–	–	–
Perspectives of Immunology	18.03.22 21.02.22	–	–	–
Perspectives of Neurology	16.12.22 23.11.22	–	–	–

* DP = Date of publication; AD = Advertising deadline

Complement your ad placement with a banner placement in the associated **PERSPECTIVES newsletters** and increase the visibility of your product messages.

>> s. column DIGITAL | NEWSLETTER

Do you have questions about the supplements of the PERSPECTIVES series?

North region



Miriam Fege

Phone +49 (0) 4175 4006499
Mobile +49 (0) 172 5792180
fege@aerzteverlag.de

South region



Claudia Soika

Phone +49 (0) 89 15907146
Mobile +49 (0) 172 2363730
soika@aerzteverlag.de

BRIEF DESCRIPTION (WWW.AERZTEBLATT.DE)



The responsive internet offer of the Deutsches Ärzteblatt is aimed at all physicians. It complements the content of the title and expands it with numerous offers in the areas of information and service.

The portal offers daily news, the possibility of certified online continuing education CME, discussion forums, blogs, an online archive of all editorial contributions since 1973 as well as an up-to-date job market with targeted search functions and application possibilities.

In addition, the Deutsches Ärzteblatt offers various newsletters which provide information by e-mail on the latest developments in the fields of politics, medicine, the medical profession, universities and abroad, as well as on the latest news from www.aerzteblatt.de.

HITS AERZTEBLATT.DE

Total: 22,630,968 page impressions
16,339,1598 visits
4,070,000 unique users (AGOF 10/2021)

of which smartphone apps:
731,413 page impressions
134,642 visits

December 2021



ONLINE ADVERTISEMENT

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

YOUR CONTACT FOR ONLINE ADVERTISEMENT:

Health













Nora Riecker
Phone +49 (0) 2234 7011-309
riecker@aerzteverlag.de

Non-Health



Petra Schwarz
Phone +49 (0) 2234 7011-262
Mobile +49 (0) 152 57125893
schwarz@aerzteverlag.de

DISPLAY ADVERTISING

Banner format		Desktop 	Tablet 	Smartphone 	Price/CPM*
AdBundle Plus		Superbanner 728 × 90 px Skyscraper 120/160 × 600 px Billboard 775–920 × 250 px Medium rectangle 300 × 250 px	Superbanner 728 × 90 px	Medium rectangle 300 × 250 px	€ 115.–
Superbanner		Superbanner 728 × 90 px	Superbanner 728 × 90 px	Medium rectangle 300 × 250 px	€ 80.–
Skyscraper		Skyscraper 120/160 × 600 px	Medium rectangle 300 × 250 px	Medium rectangle 300 × 250 px	€ 80.–
Medium rectangle		Medium rectangle 300 × 250 px	Medium rectangle 300 × 250 px	Medium rectangle 300 × 250 px	€ 100.–
Halfpage ad		Halfpage Ad 300 × 600 px	Medium rectangle 300 × 250 px	Medium rectangle 300 × 250 px	€ 120.–
Wallpaper		Wallpaper 728 × 90 px und 120/160 × 600 px	Superbanner 728 × 90 px	Medium rectangle 300 × 250 px	€ 120.–
Billboard		Billboard 775–920 × 250 px	Superbanner 728 × 90 px	Medium rectangle 300 × 250 px	€ 120.–

* CPM = price per thousand contacts, price per 1,000 ad impressions, lowest bookable quantity: 10,000 ad impressions.

A banner campaign is always named after its main format (banner format on desktop) and includes alternative formats for playout 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.

BRIEF DESCRIPTION NEWSLETTER

The Deutsches Ärzteblatt offers various newsletters that provide information on current topics in the fields of politics, medicine, the medical profession, universities, foreign countries as well as on the internet services of the Deutsches Ärzteblatt. The Facharzt-Newsletter (Specialist Newsletters) offer the reader a condensed overview of current topics and publications from a selected specialist area and the Newsletter Kongress Spezial (Congress Special Newsletters) on current topics and publications from a selected congress.

BANNER POSITIONING




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

DELIVERY

The delivery of the materials incl. target link must take place up to 5 working days before the publication date.

BANNER FORMATS

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

Banner	Size (w×h)	Max. file size
Advertorial teaser 	600 × 150 px: – 300 characters total (incl. heading & spaces) – 1 image (180 × 92 px, landscape)	99 kb
Medium rectangle 	300 × 250 px	99 kb
Content-breaking ad 	600 × 150 px	99 kb

Please use only static graphics (GIF/JPEG).

Do you have questions about our
NEWSLETTERS?



Nora Riecker

Phone +49 (0) 2234 7011-309
riecker@aerzteverlag.de

INTERDISCIPLINARY NEWSLETTER

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
Deutsches Ärzteblatt Digital issue (ePaper)	Publication date of the Deutsches Ärzteblatt (print)	Jan.: 10./21./28. Feb.: 04./11./18./25. Mar.: 04./11./18./25. Apr.: 01./08./15./22./29. May: 06./13./20./27. Jun.: 07./17./24. Jul.: 01./11./25. Aug.: 08./22. Sep.: 05./16./23./30. Oct.: 07./14./21./28. Nov.: 04./11./18./25. Dec.: 02./09./16./27.	40 %	37,500	€ 110.-
Daily news	Daily (Mon.- Fri.)		44 %	23,500	€ 110.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery). The total number of subscribers is available on request.

SPECIALIST AREA: GP

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
GP newsletter Digital issue (ePaper) „Deutsches Ärzteblatt“	Publication date of the Deutsches Ärzteblatt (print)	Jan.: 10./21./28. Feb.: 04./11./18./25. Mar.: 04./11./18./25. Apr.: 01./08./15./22./29. May: 06./13./20./27. Jun.: 07./17./24. Jul.: 01./11./25. Aug.: 08./22. Sep.: 05./16./23./30. Oct.: 07./14./21./28. Nov.: 04./11./18./25. Dec.: 02./09./16./27.	42 %	15,500	€140.-
GP newsletter Daily news	Daily (Mon.- Fri.)		44 %	10,150	€140.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery). The total number of subscribers is available on request.

SPECIALIST AREA: DERMATOLOGY

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
Digital issue „Perspectives of Dermatology“	Publication date of the supplement	04.03.2022 11.11.2022 EADV Spezial	34%	37,500	€110.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery). The total number of subscribers is available on request.

SPECIALIST AREA: IMMUNOLOGY

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
Digital issue „Perspectives of Immunology“	Publication date of the supplement	18.03.2022	35%	37,500	€110.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery). The total number of subscribers is available on request.

SPECIALIST AREA: DIABETOLOGY

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
Diabetology Newsletter	1st Saturday of the month**	08.01.2022 05.02.2022 05.03.2022 02.04.2022 07.05.2022 04.06.2022 02.07.2022 06.08.2022 03.09.2022 01.10.2022 05.11.2022 03.12.2022	38 %	5,631	€190.-
Congress Special Newsletter	to the designated congress	01.06.2022 DDG Spezial I 27.09.2022 EASD Spezial 29.11.2022 DDG Spezial II	38 %	5,631	€260.-
Digital issue „Perspectives of Diabetology“	Publication date of the supplement	21.01.2022 11.07.2022	36 %	5,631	€190.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery).

The total number of subscribers is available on request.**

Exception: January 2022

SPECIALIST AREA: CARDIOLOGY

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
Cardiology Newsletter	1st Saturday of the month**	08.01.2022 05.02.2022 05.03.2022 02.04.2022 07.05.2022 04.06.2022 02.07.2022 06.08.2022 03.09.2022 01.10.2022 05.11.2022 03.12.2022	39 %	14,500	€190.-
Congress Special Newsletter	to the designated congress	26.04.2022 DGK Spezial 31.08.2022 ESC Spezial	41 %	14,500	€210.-
Digital issue „Perspectives of Cardiology“	Publication date of the supplement	17.06.2022 16.09.2022	39 %	14,500	€190.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery).

The total number of subscribers is available on request.**

Exception: January 2022

SPECIALIST AREA: NEUROLOGY

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
Neurology Newsletter	1st & 3rd Saturday of the month**	Jan.: 08./22. Feb.: 05./19. Mar.: 05./19. Apr.: 02./23. May: 07./21. Jun.: 04./18. Jul.: 02./16. Aug.: 06./20. Sep.: 03./17. Oct.: 01./15. Nov.: 05./19. Dec.: 03./17.	39 %	11,600	€190.-
Congress Special Newsletter	to the designated congress	29.06.2022 EAN Special 09.11.2022 DGN Special	39 %	11,600	€240.-
Digital issue „Perspectives of Neurology“	Publication date of the supplement	16.12.2022	39 %	11,600	€190.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery).

The total number of subscribers is available on request.**

Exception: January & April 2022

SPECIALIST AREA: ONCOLOGY

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
Oncology Newsletter	1st & 3rd Saturday of the month**	Jan.: 08./22. Feb.: 05./19. Mar.: 05./19. Apr.: 02./23. May: 07./21. Jun.: 04./18. Jul.: 02./16. Aug.: 06./20. Sep.: 03./17. Oct.: 01./15. Nov.: 05./19. Dec.: 03./17.	35 %	8,800	€190.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery).

The total number of subscribers is available on request.**

Exception: January & April 2022

SPECIALIST AREA: ONCOLOGY

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
Congress Special Newsletter	to the designated congress	07.06.2022 ASCO Special I 09.06.2022 ASCO Special II 11.06.2022 ASCO Special III 13.09.2022 ESMO Special I 15.09.2022 ESMO Special II 20.09.2022 ESMO Special III 12.10.2022 DGHO Special 17.11.2022 DKK Special I 23.11.2022 DKK Special II 30.11.2022 DKK Special III 20.12.2022 ASH Special	36 %	8,800	€260.-
Digital issue „Perspectives of Oncology“	Publication date of the supplement	10.01.2022 ASH Special 18.02.2022 20.05.2022 08.08.2022 ASCO Special 14.10.2022 ESMO Special 02.12.2022 27.12.2022 DKK Special	36 %	8,800	€190.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery).

The total number of subscribers is available on request.

SPECIALIST AREA: PNEUMOLOGY

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
Pneumology Newsletter	1st Saturday of the month**	08.01.2022 05.02.2022 05.03.2022 02.04.2022 07.05.2022 04.06.2022 02.07.2022 06.08.2022 03.09.2022 01.10.2022 05.11.2022 03.12.2022	37 %	10,100	€190.-
Congress Special Newsletter	to the designated congress	28.05.2022 DGP Spezial 14.06.2022 ASCO Spezial 09.09.2022 ERS Spezial 22.09.2022 ESMO Spezial 25.11.2022 DKK Spezial	39 %	10,100	€260.-
Digital issue „Perspectives of Pneumology“	Publication date of the supplement	29.04.2022 28.10.2022	31 %	10,100	€190.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery).

The total number of subscribers is available on request.**

Exception: January 2022

SPECIALIST AREA: UROLOGY

Newsletter	Publication date	Schedule	Opening rate*	Number of subscribers*	CPM (Price per 1,000 subscribers)
Urology Newsletter	1st Saturday of the month**	08.01.2022 05.02.2022 05.03.2022 02.04.2022 07.05.2022 04.06.2022 02.07.2022 06.08.2022 03.09.2022 01.10.2022 05.11.2022 03.12.2022	37 %	5,500	€190.-
Congress Special Urology	to the designated congress	16.06.2022 ASCO Special 23.09.2022 ESMO Special	39 %	5,500	€260.-

* Status: January 2022

The number of subscribers is the number of registered doctors (HWG-compliant delivery).

The total number of subscribers is available on request.**

Exception: January 2022

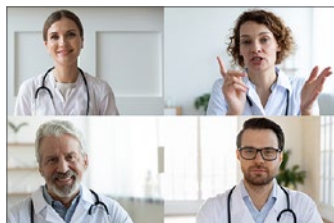
CORPORATE MEDIA DIGITAL



CROSS-MEDIA PUBLICATION*

Digital publication of the special publication on aerzteblatt.de. Increase the visibility of the print publication in the Deutsches Ärzteblatt through cross-media extension on aerzteblatt.de. In addition, we recommend the use of our newsletter portfolio.

€ 2,500.-



ROUNDTABLE.DIGITAL / EXPERTEN FORUM.DIGITAL*

Use the digital version of the roundtable to bring experts together regardless of their location. Keynote speeches and discussions form the basis of the event. The Experten Forum also offers the option of involving up to 50 colleagues as audience members.

starting at € 10,500.-



VIDEO INTERVIEW / eTUTORIAL*

Video formats are an ideal complement to your event or special publication. They bundle central questions, results and measures around your topic with your key opinion leaders and attractively capture them in moving images. The recording can take place on site, in the film studio of Deutscher Ärzteverlag or completely digitally.

starting at € 3,500.- / starting at € 8,500.-

* Bookable in combination with the printed publication in the Deutsches Ärzteblatt.

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: rumrich@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 generate the PDF without register marks for page proportionate advertisements. 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 also 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. This also applies for additional type or litho work as well as for the creation of incorrect proofs.

INSERTS AND BOUND INSERTS

Inserts and bound inserts must arrive at least two weeks before the publication date of the insert with no freight charges:

L. N. Schaffrath GmbH & Co. KG
DruckMedien
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.

ONLINE

Online advertising media must be transmitted in a password-protected zip file at least five days prior to online placement:
gorki@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.

LEAD TIME AND DELIVERY

Lead time for delivery of AdServer redirects/standard formats:
5 working days

Issues Deutsches Ärzteblatt 2022

Focus Topic/ Supplement Perspectives	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	27/28
Perspectives of Oncology						X													X						
Oncology – Congress Special	X																								
Focus Topic Oncology				X	X			X			X				X			X				X			
Perspectives of Cardiology																						X			
Focus Topic Cardiology		X							X				X								X				
Perspectives of Dermatology								X																	
Dermatology – Congress Special																									
Focus Topic Dermatology							X				X		X							X					X
Perspectives of Diabetology		X																							X
Focus Topic Diabetology	X											X						X						X	
Perspectives of Pneumology																X									
Focus Topic Pneumology			X				X								X				X				X		
Perspectives of Neurology																									
Focus Topic Neurology				X						X							X							X	
Perspectives of Immunology										X															
Focus Topic Immunology									X						X										
Focus Topic Gastroenterology			X														X								
Focus Topic HCV/HIV					X									X									X		
Focus Topic Rheumatology						X														X					

Issues Deutsches Ärzteblatt 2022

Focus Topic/ Supplement Perspectives	29/30	31/32	33/34	35/36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51/52
Perspectives of Oncology																X			
Oncology – Congress Special		X							X										X
Focus Topic Oncology	X			X				X				X			X				
Perspectives of Cardiology					X														
Focus Topic Cardiology				X						X			X						X
Perspectives of Dermatology																			
Dermatology – Congress Special													X						
Focus Topic Dermatology												X							
Perspectives of Diabetology																			
Focus Topic Diabetology			X				X							X			X		
Perspectives of Pneumology											X								
Focus Topic Pneumology	X									X					X				
Perspectives of Neurology																		X	
Focus Topic Neurology								X									X		
Perspectives of Immunology																			
Focus Topic Immunology			X											X					
Focus Topic Gastroenterology					X													X	
Focus Topic HCV/HIV											X								
Focus Topic Rheumatology						X										X			

Details on the
SUPPLEMENT PER-
SPECTIVES can be
found in the corre-
sponding category

Issue no.	Date of publication*	Advertisement deadline Industry at 10 a.m.	Special topics	Perspectives (Perspectives of ... & Kongress Spezial)
1/2	Mo 10.01.2022	Mo 27.12.2021	Diabetology	ASH Special
3	Fri 21.01.2022	Tue 11.01.2022	Cardiology	Perspectives of Diabetologie I
4	Fri 28.01.2022	Tue 18.01.2022	Gastroenterology, Pneumology	
5	Fri 04.02.2022	Tue 25.01.2022	Oncology, Neurology	
6	Fri 11.02.2022	Tue 01.02.2022	HCV/HIV, Oncology	
7	Fri 18.02.2022	Tue 08.02.2022	Rheumatology	Perspectives of Oncology I
8	Fri 25.02.2022	Tue 15.02.2022	Pneumology, Dermatology	
9	Fri 04.03.2022	Mo 21.02.2022	Oncology	Perspectives of Dermatology
10	Fri 11.03.2022	Tue 01.03.2022	Cardiology, Immunology	
11	Fri 18.03.2022	Fri 08.03.2022	Neurology	Perspectives of Immunology
12	Fri 25.03.2022	Tue 15.03.2022	Dermatology, Oncology	
13	Fri 01.04.2022	Tue 22.03.2022	Diabetology	
14	Fri 08.04.2022	Tue 29.03.2022	Cardiology, Dermatology	
15	Fri 15.04.2022	Tue 05.04.2022	HCV/HIV, Immunology	
16	Fri 22.04.2022	Mo 11.04.2022	Oncology, Pneumology	
17	Fri 29.04.2022	Tue 19.04.2022		Perspectives of Pneumology I
18	Fri 06.05.2022	Tue 26.04.2022	Gastroenterology, Neurology	
19	Fri 13.05.2022	Tue 03.05.2022	Diabetology, Oncology	

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

Details on the
SUPPLEMENT PER-
SPECTIVES can be
found in the cor-
responding category

Issue no.	Date of publication*	Advertisement deadline Industry at 10 a.m.	Special topics	Perspectives (Perspectives of ... & Kongress Spezial)
20	Fri 20.05.2022	Tue 10.05.2022	Pneumology	Perspectives of Onkology II
21	Fri 27.05.2022	Tue 17.05.2022	Rheumatology, Dermatology	
22/23	Tue 07.06.2022	Mo 23.05.2022	Cardiology	
24	Fri 17.06.2022	Tue 07.06.2022	Oncology	Perspectives of Cardiology I
25	Fri 24.06.2022	Mo 13.06.2022	HCV/HIV, Pneumology	
26	Fri 01.07.2022	Tue 21.06.2022	Neurology, Diabetology	
27/28	Mo 11.07.2022	Tue 28.06.2022	Dermatology	Perspectives of Diabetology II
29/30	Mo 25.07.2022	Tue 12.07.2022	Pneumology, Oncology	
31/32	Mo 08.08.2022	Tue 26.07.2022		ASCO Special
33/34	Mo 22.08.2022	Tue 09.08.2022	Diabetology, Immunology	
35/36	Mo 05.09.2022	Tue 23.08.2022	Oncology, Cardiology	
37	Fri 16.09.2022	Tue 06.09.2022	Gastroenterology	Perspectives of Cardiology II
38	Fri 23.09.2022	Tue 13.09.2022	Rheumatology	
39	Fri 30.09.2022	Tue 20.09.2022	Diabetology	
40	Fri 07.10.2022	Tue 27.09.2022	Neurology, Oncology	
41	Fri 14.10.2022	Tue 04.10.2022		ESMO Special
42	Fri 21.10.2022	Tue 11.10.2022	Cardiology, Pneumology	
43	Fri 28.10.2022	Tue 18.10.2022	HCV/HIV	Perspectives of Pneumology II

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

Details on the
SUPPLEMENT Per-
spectives can be found
in the corresponding
category

Issue no.	Date of publication*	Advertisement deadline Industry at 10 a.m.	Special topics	Perspectives (Perspectives of ... & Kongress Spezial)
44	Fri 04.11.2022	Tue 25.10.2022	Oncology, Dermatology	
45	Fri 11.11.2022	Tue 31.10.2022	Cardiology	EADV Spezial
46	Fri 18.11.2022	Tue 08.11.2022	Immunology, Diabetology	
47	Fri 25.11.2022	Tue 15.11.2022	Pneumology, Oncology	
48	Fri 02.12.2022	Tue 22.11.2022	Rheumatology	Perspectives of Oncology III
49	Fri 09.12.2022	Tue 29.11.2022	Diabetology, Neurology	
50	Fri 16.12.2022	Tue 06.12.2022	Gastroenterology	Perspectives of Neurology
51/52	Tue 27.12.2022	Tue 13.12.2022	Cardiology	DKK Spezial

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

