<table>
<thead>
<tr>
<th>Topics</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contacts</td>
<td>3</td>
</tr>
<tr>
<td>Journal Profile</td>
<td>5</td>
</tr>
<tr>
<td>Circulation and Distribution Analysis</td>
<td>7</td>
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<tr>
<td>Job market print</td>
<td>8</td>
</tr>
<tr>
<td>Job market print Image</td>
<td>10</td>
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<tr>
<td>Job market print/online combination</td>
<td>11</td>
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<td>Job market online-only</td>
<td>12</td>
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<td>OPERATION KARRIERE</td>
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<td>Delivery</td>
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<td>Schedule</td>
<td>21</td>
</tr>
<tr>
<td>Terms and Conditions</td>
<td>23</td>
</tr>
</tbody>
</table>
YOUR CONTACTS IN THE FIELD OF RECRUITING SOLUTIONS (JOB AND CLASSIFIED ADS)

You would like a CONSULTATION or have questions about a product?

Key Account Management

Job Market

Konstantin Degner  
Phone: +49 (0) 2234 7011-224  
Mobile: +49 (0) 172 2363754  
degner@aerzteverlag.de

Kevin Jonas  
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Mobile: +49 (0) 172 2413054  
jonas@aerzteverlag.de

Jessica Kwasny  
Phone: +49 (0) 2234 7011-305  
Mobile: +49 (0) 172 7144980  
kwasny@aerzteverlag.de

Key Account Management

Media Agencies

Konstantin Degner  
Phone: +49 (0) 2234 7011-224  
Mobile: +49 (0) 172 2363754  
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Jessica Kwasny  
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Mobile: +49 (0) 172 7144980  
kwasny@aerzteverlag.de

Sales Management

Job Market

PC 0, 5 & Austria

Sebastian Getz  
Phone: +49 (0) 2234 7011-246  
getz@aerzteverlag.de

Jan von der Heide  
Phone: +49 (0) 2234 7011-381  
heide@aerzteverlag.de

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Birgit Schäfer  
Phone: +49 (0) 2234 7011-443  
schaefer@aerzteverlag.de

PC 2 & Classifieds Market

PC 4 & 9

Ann-Christin Steinke  
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steinke@aerzteverlag.de

PC 6

Nadine Maiwaldt  
Phone: +49 (0) 2234 7011-206  
maiwaldt@aerzteverlag.de

PC 7

Lena Weber  
Phone: +49 (0) 2234 7011-204  
weber@aerzteverlag.de

PC 8 & CH

Stefan Pankalla  
Phone: +49 (0) 2234 7011-516  
pankalla@aerzteverlag.de
You would like to place an ADVERTISEMENT or have questions about a booking?

**Clinics and agencies**
Phone  +49 (0) 2234 7011-220
stellenanzeigen@aerzteverlag.de

**Practices and private clients**
Phone  +49 (0) 2234 7011-290
kleinanzeigen@aerzteverlag.de

You have GENERAL QUESTIONS about our services?

**Product management**
Anja Steiling
Phone  +49 (0) 2234 7011-236
steiling@aerzteverlag.de

**Ad management**
Anne Anderlohr
Phone  +49 (0) 2234 7011-593
anderlohr@aerzteverlag.de

You have EDITORIAL QUESTIONS?

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

**aerztestellen.de/operation-karriere.de**
Stefanie Hanke
Phone  +49 (0) 2234 7011-351
hanke@aerzteverlag.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 the 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

WEB
www.aerztestellen.de
VOLUME
Volume 119, 2022

PUBLICATION FREQUENCY
weekly
(double issues in January, June, July, August, 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. Compressed for classified adverts, only headlines bold

PRINTING PROCESS
Offset printing (max. 60 lines/cm, for adverts in the classified section max. 48 lines/cm).
There are no separate costs for sending files that can be exposed for offset printing.

BOOKBINDING PROCEDURE
Perfect binding with head lay

JOB AND CLASSIFIED ADVERTISEMENT SECTION
Appears uniformly in each allocation options. The publication of advertisements with a total of less than 100 mm takes place exclusively in the classifieds section. This also applies to the publication of all advertisements whose contents are similar to classified adverts.

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 DAAEDEDD

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

<table>
<thead>
<tr>
<th>Average number of copies (2nd quarter 2021)</th>
<th>Total allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>384,313</td>
</tr>
<tr>
<td>Actually distributed issues (ADI)</td>
<td>382,982</td>
</tr>
<tr>
<td>Paid circulation</td>
<td>381,283</td>
</tr>
<tr>
<td>Circulation sent abroad</td>
<td>175</td>
</tr>
<tr>
<td>Subscribed copies</td>
<td>379,351</td>
</tr>
<tr>
<td>Member portion of circulation</td>
<td>378,654</td>
</tr>
<tr>
<td>Retail sales</td>
<td>–</td>
</tr>
<tr>
<td>Other sales</td>
<td>1,932</td>
</tr>
<tr>
<td>Free copies</td>
<td>1,699</td>
</tr>
<tr>
<td>Remaining and archive copies</td>
<td>1,332</td>
</tr>
</tbody>
</table>

Source: IVW, as of 2nd quarter 2021

Deutsches Ärzteblatt – Clinic Edition (RPI range)

- All hospital physicians: 64.6%
- Ward and resident physicians: 61.1%
- Head and senior physicians: 71.6%

LA-MED specialist study 2020
**TARGET GROUP**
Employed physicians

**PRINT RUN**
384,313 copies

**RANGE**
64.6 % of all hospital physicians
71.6 % of all head and senior physicians
61.1 % of all ward and resident physicians
(LA-MED specialist study 2020)

**ADVERT DEADLINE**
Wednesday 10 a.m.
Please note holiday-related rescheduling.

**FINAL DEADLINE FOR RECEIPT OF PROOF PRINTS**
1 working day before the advertisement deadline

**TYPE AREA**
186 mm wide; 260 mm high
1 column = 45 mm; 2 columns = 92 mm; 3 columns = 139 mm; 4 columns = 186 mm

| Reduced mm price for job adverts b+w, 2/3/4 colours*: |
|---------------------------------|-----------------|
| Job offers**                   | Physicians      | € 13.10 |
| Management                     |                 | € 13.10 |
| Science/research               |                 | € 13.10 |
| Abroad                         |                 | € 13.10 |
| Personal image advert          | Image/job advert combination – two pages | € 15,200.00 |
| Stand-in offers**              |                 | € 13.10 |
| Job/Stand-in requests***       | Commercial      | € 13.10 |
| Online job markets**           | (minimum size 1/2 page vertical or horizontal) | € 23.90 |
| Placement as top job of the week in the table of contents of the job section in the print magazine | | € 370.00 |

The prices quoted include the additional publication of the job advertisement at www.aerztestellen.de
Please note that an online surcharge will be applied to ads < 100 mm for the sections Job vacancies and Stand-in offers.****

Advertisements are placed and calculated according to text content.
* Minimum size for colour adverts: 30 mm
** Colour printing from the European scale according to DIN 16539. Colour sequence black, cyan (HKS 47), magenta (HKS 25), yellow (HKS 3)
*** no discounts
**** published exclusively in print
***** up to 24 mm: doubling of print price
25–49 mm: 300.00 €/50–74 mm: 250.00 €/75–99 mm: 200.00 €
**PRICES AND SIZES** *(WIDTH × HEIGHT)*

**JOURNAL SIZE**
207 × 280 mm

**Bleed**
3 mm on each side to be trimmed

**TYPE AREA**
186 × 260 mm
Total of 1,040 m

**COLUMN WIDTH**
1 column = 45 mm; 2 columns = 92 mm;
3 columns = 139 mm; 4 columns = 186 mm

**BLEED SIZES** *(including 3 mm bleed margin)*
1/1 page = 213 × 286 mm
1 1/2 page = 317 × 286 mm
2 pages = 420 × 286 mm

1/1 page vertical
b+w/2c/3c/4c in the type area
186 × 260 mm
€ 13,624.60

1/2 page vertical
b+w/2c/3c/4c in the type area
92 × 260 mm
€ 6,812.60

1/3 page horizontal
b+w/2c/3c/4c in the type area
186 × 84 mm
€ 4,401.60

1/4 page corner
b+w/2c/3c/4c in the type area
92 × 128 mm
€ 3,353.60

1/4 page horizontal
b+w/2c/3c/4c in the type area
186 × 62 mm
€ 3,248.80

**BLEED SIZES** *(including 3 mm bleed margin)*
1/1 page = 213 × 286 mm
1 1/2 page = 317 × 286 mm
2 pages = 420 × 286 mm
JOB INSIGHT
Job Insight offers you the opportunity to place your employer profile as a supplement in the high-quality editorial environment of the Deutsches Ärzteblatt (Clinic edition).

SCOPE AND PRICE
- Editorial creation of a 2- or 4-page supplement by a journalist including layout design
- Correction and release loop
- Printing and publication of the supplement (195,000 copies) in the clinic edition of the Deutsches Ärzteblatt (Deutsches Ärzteblatt)
- Additional special print possible for your individual use
- Price: 2-page clinic profile: € 14,950, 4-page clinic profile: € 22,125

ADVERTORIAL “IM FOKUS”
The Advertorial "Im Focus" offers you a content-oriented and attention-grabbing form of communication with hospital doctors! Placed prominently in the job market, it strengthens your employer branding in addition to your medical job advertisements in the Deutsches Ärzteblatt.

SCOPE AND PRICE
- Editorial preparation of your topic including layout design in a tabular grid
- Correction and release loop
- Placement: Prominently in the job market of the Deutsches Ärzteblatt as well as online on the homepage www.aerztestellen.de
- Format: 1/2 page horizontal, unit price: € 3,900 (quantity discounts on request)
PRICES AND FORMATS TO GET MORE ATTENTION

When booking a job advertisement in the print magazine, the advertisement will appear in the Deutsches Ärzteblatt as well as online on aerztestellen.de and in the apps of the Deutsches Ärzteblatt. You can additionally order the following services for the online area on aerztestellen.de:

<table>
<thead>
<tr>
<th>Online job market</th>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online first job advertisement* – in HTML format already 2 days after advertising deadline on <a href="http://www.aerztestellen.de">www.aerztestellen.de</a></td>
<td>6 weeks</td>
<td>Included in print price</td>
</tr>
<tr>
<td>Additional online advertisement – for job advertisements with several positions, one position is included in the price. Each additional position is charged additionally. (2nd position)</td>
<td>6 weeks</td>
<td>€ 575.–</td>
</tr>
<tr>
<td>Additional online advertisement – for job advertisements with several positions, one position is included in the price. Each additional position is charged additionally. (3rd position)</td>
<td>6 weeks</td>
<td>€ 1,399.–</td>
</tr>
<tr>
<td>Top-Job – your premium placement on the start page and in the result list of aerztestellen.de as well as in the newsletters</td>
<td>6 weeks</td>
<td>€ 370.–</td>
</tr>
<tr>
<td>Refresher – date update during runtime: your online job ad is again well ahead of the result list, price per position</td>
<td>after the 15th day</td>
<td>€ 460.–</td>
</tr>
<tr>
<td>Premium employer profile – advertise with your employer benefits and present yourself individually in text, picture and/or video! Including link to your job advertisements on <a href="http://www.aerztestellen.de">www.aerztestellen.de</a></td>
<td>12 months</td>
<td>€ 1,200.–</td>
</tr>
</tbody>
</table>

Please note:
- Online only one position per advertisement is possible (no collective ads).
- You have the option to send a longer, more detailed version of your ad for online display.
  - Please send a logo (800 × 800 px), a header image (1200 × 480 px) and the extended ad text – these will be used for the responsive HTML standard template. Alternatively, you can provide a responsive HTML for your job ad, which will be embedded on aerztestellen.de.
- If no specific information is available, the print ad is transferred to the standard responsive HTML template.


**JOB MARKET ONLINE**

Our service for your online job advertisement on www.aerztestellen.de.

<table>
<thead>
<tr>
<th>Services</th>
<th>Basic (Self-Service)</th>
<th>Online Plus</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Runtime</td>
<td>30 days</td>
<td>30 days</td>
<td>60 days</td>
</tr>
<tr>
<td>Date update after 15 days (Refresher)</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Optimized for Google for Jobs</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>E-mail dispatch via JobMail Service</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Range extension by Jobbox in the editorial area on aerzteblatt.de, aerztestellen.de and in the newsletters</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Individual branding</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Personal consultation &amp; advertisement optimization</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Reporting on the performance of your job ads</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Premium placement in the search results (Top-Job)</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Social media boost</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>One-time runtime extension (30 days) incl. refresh</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Price excl. VAT</strong></td>
<td>€ 1,149.–</td>
<td>€ 1,399.–</td>
<td>€ 1,949.–</td>
</tr>
</tbody>
</table>

**Please note:**
- Online only one position per advertisement is possible (no collective ads).
- To create the online ad, send a logo (800 × 800 px), a header image (1,200 × 480 px) and your ad text – these will be used for the standard responsive HTML template. If you have the ad as a PDF, this will be converted to the standard template. Alternatively, you can provide a responsive HTML of your job ad, which will be integrated on aerztestellen.de.
### ADDITIONAL OFFERS ONLINE-ONLY

In addition to the online offers, you can order the following services:

<table>
<thead>
<tr>
<th>Service</th>
<th>Basic (Self-Service)</th>
<th>Online Plus</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-time runtime extension (30 days) incl. refresh</td>
<td>€ 475.–</td>
<td>€ 475.–</td>
<td>incl.</td>
</tr>
<tr>
<td>Premium placement in the search results (Top-Job)</td>
<td>€ 370.–</td>
<td>€ 370.–</td>
<td>incl.</td>
</tr>
<tr>
<td>Date update after 15 days (Refresher)</td>
<td>€ 460.–</td>
<td>incl.</td>
<td>incl.</td>
</tr>
<tr>
<td>Premium employer profile (12 months)</td>
<td>€ 1,200.–</td>
<td>€ 1,200.–</td>
<td>€ 1,200.–</td>
</tr>
<tr>
<td>Teaser ad in the print edition of the Deutsches Ärzteblatt (1/4 page)</td>
<td>×</td>
<td>×</td>
<td>€ 1,949.–</td>
</tr>
</tbody>
</table>
YOUR CONTACTS IN THE FIELD OF RECRUITING SOLUTIONS (JOB MARKET ONLINE-ONLY)

If you have any questions about the package booking, the teaser ad or the other additional offers, or if you would like to get in touch with us, please contact:

Key Account Management
Job Market

Konstantin Degner
Phone +49 (0) 2234 7011-224
Mobile +49 (0) 172.2363754
degner@aerzteverlag.de

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Mobile +49 (0) 172.2413054
jonas@aerzteverlag.de

Jessica Kwasny
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Mobile +49 (0) 172.7144980
kwasny@aerzteverlag.de

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PC 6

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Lena Weber
Phone +49 (0) 2234 7011-204
l.weber@aerzteverlag.de

PC 8 & CH

Stefan Pankalla
Phone +49 (0) 2234 7011-516
pankalla@aerzteverlag.de
BRIEF CHARACTERISTICS (WWW.AERZTEBLATT.DE)

In addition to placing job and classified ads, you also have the option of placing online banners on aerzteblatt.de and in the newsletters.

In addition, Deutsches Ärzteblatt offers various newsletters that provide information by e-mail about current events in politics, medicine, the medical profession, universities, foreign countries and news from the website Deutsches Ärzteblatt.

HITS AERZTEBLATT.DE
Total:
9,732,679 page impressions
5,590,818 visits
4,820,000 unique user (AGOF 05/2021)

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:
Anja Steiling
Phone: +49 (0) 2234 7011-236
steiling@aerzeverlag.de

The responsive Internet offer of the Deutsches Ärzteblatt is directed to all physicians. It complements the contents of the title and extends them by numerous offers in the areas of information and service. The portal offers up-to-the-minute news, the possibility of certified online training CME, discussion forums, blogs, an online archive of all editorial articles since 1973 as well as a current job market with targeted search functions and application options.

In addition to the responsive website, two free iPhone or Android apps are offered. The aerzteblatt.de app provides a reduced content offer in order to be able to call up relevant information quickly and in a targeted manner while on the move. In the Deutsches Ärzteblatt app, registered users will be provided with the issues and supplements as ePaper.
If you have any questions about booking online banners in the newsletter, please contact us at: +49 (0) 2234 7011-236

<table>
<thead>
<tr>
<th>Banner format</th>
<th>Desktop</th>
<th>Tablet</th>
<th>Smartphone</th>
<th>Price/TCP*</th>
</tr>
</thead>
</table>
| AdBundle Plus      | Superbanner 728 × 90 Pixel  
|                    | Skyscraper 120/160 × 600 Pixel  
|                    | Billboard 775–920 × 250 Pixel  
|                    | Medium Rectangle 300 × 250 Pixel  | Superbanner 728 × 90 Pixel | Medium Rectangle 300 × 250 Pixel | € 115.– |
| Superbanner        | Superbanner 728 × 90 Pixel  | Superbanner 728 × 90 Pixel | Medium Rectangle 300 × 250 Pixel | € 80.– |
| Skyscraper         | Skyscraper 120/160 × 600 Pixel  | Medium Rectangle 300 × 250 Pixel | Medium Rectangle 300 × 250 Pixel | € 80.– |
| Medium Rectangle   | Medium Rectangle 300 × 250 Pixel  | Medium Rectangle 300 × 250 Pixel | Medium Rectangle 300 × 250 Pixel | € 100.– |
| Halfpage Ad        | Halfpage Ad 300 × 600 Pixel  | Medium Rectangle 300 × 250 Pixel | Medium Rectangle 300 × 250 Pixel | € 120.– |
| Wallpaper          | Wallpaper 728 × 90 Pixel und 120/160 × 600 Pixel  | Superbanner 728 × 90 Pixel | Medium Rectangle 300 × 250 Pixel | € 120.– |
| Billboard          | Billboard 775–920 × 250 Pixel  | Superbanner 728 × 90 Pixel | Medium Rectangle 300 × 250 Pixel | € 120.– |

*TCP = Thousands Contact Price, price per 1,000 ad impressions, minimum 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 display 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.
YOUNG PROFESSIONALS

The Operation Karriere Congresses support medical students, graduates and residents in their career planning at every stage of their careers. At the largest career congress, prospective and young physicians get information about their professional perspectives at the accompanying career fair. Here, highly motivated candidates meet their future employers from clinics, companies, the health care industry and associations and lay the foundation for their professional future in a personal exchange.

In addition, the congress website operation-karriere.de provides information about all future congress dates. Congress participants can register here and view the free supporting program with lectures, discussions and workshops in advance. All congresses are accompanied by a free application photo shoot and personal career advice. In addition, our users will find informative and helpful content for their career planning in the four sections “Medical studies”, “Assistant doctor”, “Application & career start” and “Doctor by profession”.

Advertisements of vacant positions for assistant doctors/physicians in further training, Famulatur and practical year on aerztestellen.de are published also on operation-karriere.de and so complete the entire congress offer.

For further information about participation in the congress as an exhibitor please refer to the separate media data of Operation Karriere.

Reserve or book your exhibition stand for the following locations and dates:

<table>
<thead>
<tr>
<th>Termine</th>
<th>Veranstaltungsort</th>
<th>Anmeldeschluss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sa 30.04.2022 Essen (+ MTA next)</td>
<td>Haus der Technik</td>
<td>Fri 18.02.2022</td>
</tr>
<tr>
<td>Sa 14.05.2022 Frankfurt/Main</td>
<td>Campus Westend, Johann Wolfgang Goethe University</td>
<td>Fri 18.03.2022</td>
</tr>
<tr>
<td>Sa 22.10.2022 Cologne</td>
<td>KOMED Conference area in MediaPark</td>
<td>Fri 12.08.2022</td>
</tr>
<tr>
<td>Fri 04.11.2022 Munich</td>
<td>Conference center Munich</td>
<td>Fri 29.07.2022</td>
</tr>
<tr>
<td>Sa 03.12.2022 Berlin (+ MTA next)</td>
<td>dbb forum Friedrichstraße</td>
<td>Fri 02.09.2022</td>
</tr>
</tbody>
</table>

It is recommended to register your stand early. As a rule, stand space is allocated well before the registration deadline. Further information can be found at www.operation-karriere.de and the detailed exhibitor documentation can be obtained from www.aerzteverlag-media.de.
### Classified Advertisements

**Type Area:**
186 mm wide, 260 mm high;
1 column = 45 mm; 2 columns = 92 mm; 3 columns = 139 mm;
4 columns = 186 mm; total in millimeters: 1,040 mm

**Editions:**
Complete editions:
Employed physicians

**Print Run:**
384,313 copies

**Advert Deadline:**
Wednesday at 10 a.m.; please note holiday-related deadline rescheduling

**Final Deadline for Receipt of Proof Prints:**
1 working day before the advertisement deadline

Discounts on request.

**Miscellaneous**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Numered advert service*</td>
<td>€ 15.–</td>
</tr>
</tbody>
</table>

In addition to the basic price for advertisement texts which are mainly an Internet address, we charge a price premium of € 2,600.–

* no discounts

---

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic price (per mm) for the 45-mm-wide millimeter advert</td>
<td>€ 13.10</td>
</tr>
<tr>
<td>Reduced mm price for ads in the following sections (bw/2c/3c/4c)**</td>
<td>€ 12.90</td>
</tr>
<tr>
<td>Residential establishment offers (only for cities and municipalities)</td>
<td>€ 12.80</td>
</tr>
<tr>
<td>Outpatient/ward cooperation associations</td>
<td>€ 12.80</td>
</tr>
<tr>
<td>Practice Dissolution – Clinical Practice Dissolution – Practices Abroad</td>
<td>€ 12.80</td>
</tr>
<tr>
<td>Practice Offices – Practice Advice/Management – Practice Facilities/Needs</td>
<td>€ 12.80</td>
</tr>
<tr>
<td>Practice Data Entry</td>
<td>€ 12.80</td>
</tr>
<tr>
<td>Training and Further Education</td>
<td>€ 11.90</td>
</tr>
<tr>
<td>Calendar entry up to 21 mm, b+w</td>
<td>€ 180.00</td>
</tr>
<tr>
<td>Calendar entry up to 31 mm, b+w</td>
<td>€ 280.00</td>
</tr>
<tr>
<td>Leisure/Marriage/Partnership</td>
<td>€ 9.80</td>
</tr>
<tr>
<td>Capital market – Real estate market</td>
<td>€ 9.80</td>
</tr>
<tr>
<td>Art/Antiques</td>
<td>€ 9.80</td>
</tr>
<tr>
<td>Courses</td>
<td>€ 9.80</td>
</tr>
<tr>
<td>Travel – Clinics/Resorts/Sanatoriums</td>
<td>€ 9.60</td>
</tr>
<tr>
<td>Miscellaneous – Student counselling</td>
<td>€ 10.50</td>
</tr>
<tr>
<td>Private family adverts (congratulations, anniversaries, obituaries)</td>
<td>€ 3.95</td>
</tr>
</tbody>
</table>

Ads are placed and calculated according to text content.

**Maximum size for colour adverts: 30 mm; colour printing from the Europe scale according to DIN 16539; colour sequence: black, cyan, magenta, yellow**
DIGITAL PRINTING DOCUMENTS

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 is required to check the transmitted ad, or in the case of color ads, a color-consistent proof or press proof.

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:
Job adverts: stellenanzeigen@aerzteverlag.de
Classified adverts: rubrikanzeigen@aerzteverlag.de

DATA ARCHIVING
All data is archived, so unchanged repetitions are usually possible. However, no data guarantee is given.

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 that the print results can be checked in advance. Since the conversion to CMYK color space requires massive intervention in your data, neither the publisher nor the printer can guarantee correct color reproduction without approval for printing of this proof.
Color profile: pso_lwc_standard.icc

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.
ONLINE

Online advertising materials must be submitted in a password-protected zip file at least five days before going online to: gorki@aerzteverlag.de

TECHNICAL SPECIFICATIONS
Any advertising material requires the coordination with Deutscher Ärzteverlag or Business Advertising. The publisher has the right to reject advertising material that is not designed according to specifications, is incorrectly programmed or is aimed at misleading or massively disturbing the user.

LEAD TIME AND DELIVERY
Lead time for delivery of AdServer redirects/standard formats: 5 working days
<table>
<thead>
<tr>
<th>Issue no.</th>
<th>Date of publication print*</th>
<th>Date of publication online</th>
<th>Deadline for advertisements At 10 o’clock in each case</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Fri 21.01.2022</td>
<td>Fri 14.01.2022</td>
<td>Wed 12.01.2022</td>
</tr>
<tr>
<td>4</td>
<td>Fri 28.01.2022</td>
<td>Fri 21.01.2022</td>
<td>Wed 19.01.2022</td>
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<tr>
<td>5</td>
<td>Fri 04.02.2022</td>
<td>Fri 28.01.2022</td>
<td>Wed 26.01.2022</td>
</tr>
<tr>
<td>6</td>
<td>Fri 11.02.2022</td>
<td>Fri 04.02.2022</td>
<td>Wed 02.02.2022</td>
</tr>
<tr>
<td>7</td>
<td>Fri 18.02.2022</td>
<td>Fri 11.02.2022</td>
<td>Wed 09.02.2022</td>
</tr>
<tr>
<td>8</td>
<td>Fri 25.02.2022</td>
<td>Fri 18.02.2022</td>
<td>Wed 16.02.2022</td>
</tr>
<tr>
<td>9</td>
<td>Fri 04.03.2022</td>
<td>Fri 25.02.2022</td>
<td>Tue 22.02.2022</td>
</tr>
<tr>
<td>10</td>
<td>Fri 11.03.2022</td>
<td>Fri 04.03.2022</td>
<td>Wed 02.03.2022</td>
</tr>
<tr>
<td>11</td>
<td>Fri 18.03.2022</td>
<td>Fri 11.03.2022</td>
<td>Wed 09.03.2022</td>
</tr>
<tr>
<td>12</td>
<td>Fri 25.03.2022</td>
<td>Fri 18.03.2022</td>
<td>Wed 16.03.2022</td>
</tr>
<tr>
<td>13</td>
<td>Fri 01.04.2022</td>
<td>Fri 25.03.2022</td>
<td>Wed 23.03.2022</td>
</tr>
<tr>
<td>14</td>
<td>Fri 08.04.2022</td>
<td>Fri 01.04.2022</td>
<td>Wed 30.03.2022</td>
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<tr>
<td>15</td>
<td>Fri 15.04.2022</td>
<td>Fri 08.04.2022</td>
<td>Wed 06.04.2022</td>
</tr>
<tr>
<td>16</td>
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<td>Fri 15.04.2022</td>
<td>Tue 12.04.2022</td>
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<tr>
<td>17</td>
<td>Fri 29.04.2022</td>
<td>Fri 22.04.2022</td>
<td>Wed 20.04.2022</td>
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<td>18</td>
<td>Fri 06.05.2022</td>
<td>Fri 29.04.2022</td>
<td>Wed 27.04.2022</td>
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<td>19</td>
<td>Fri 13.05.2022</td>
<td>Fri 06.05.2022</td>
<td>Wed 04.05.2022</td>
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<tr>
<td>20</td>
<td>Fri 20.05.2022</td>
<td>Fri 13.05.2022</td>
<td>Wed 11.05.2022</td>
</tr>
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<tr>
<td>21</td>
<td>Fri 27.05.2022</td>
<td>Fri 20.05.2022</td>
<td>Wed 18.05.2022</td>
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<td>Tue 07.06.2022</td>
<td>Fri 27.05.2022</td>
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<td>24</td>
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<td>25</td>
<td>Fri 24.06.2022</td>
<td>Fri 17.06.2022</td>
<td>Tue 14.06.2022</td>
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<tr>
<td>26</td>
<td>Fri 01.07.2022</td>
<td>Fri 24.06.2022</td>
<td>Wed 22.06.2022</td>
</tr>
<tr>
<td>27/28</td>
<td>Mo 11.07.2022</td>
<td>Fri 01.07.2022</td>
<td>Wed 29.06.2022</td>
</tr>
<tr>
<td>31/32</td>
<td>Mo 08.08.2022</td>
<td>Fri 29.07.2022</td>
<td>Wed 27.07.2022</td>
</tr>
<tr>
<td>33/34</td>
<td>Mo 22.08.2022</td>
<td>Fri 12.08.2022</td>
<td>Wed 10.08.2022</td>
</tr>
<tr>
<td>35/36</td>
<td>Mo 05.09.2022</td>
<td>Fri 26.08.2022</td>
<td>Wed 24.08.2022</td>
</tr>
<tr>
<td>37</td>
<td>Fri 16.09.2022</td>
<td>Fri 09.09.2022</td>
<td>Wed 07.09.2022</td>
</tr>
<tr>
<td>40</td>
<td>Fri 07.10.2022</td>
<td>Fri 30.09.2022</td>
<td>Wed 28.09.2022</td>
</tr>
<tr>
<td>41</td>
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<td>Fri 07.10.2022</td>
<td>Wed 05.10.2022</td>
</tr>
<tr>
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<td>Fri 14.10.2022</td>
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</tr>
<tr>
<td>44</td>
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</tr>
<tr>
<td>45</td>
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<td>Wed 02.11.2022</td>
</tr>
<tr>
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<td>---------------------------</td>
<td>---------------------------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td>46</td>
<td>Fri 18.11.2022</td>
<td>Fri 11.11.2022</td>
<td>Wed 09.11.2022</td>
</tr>
<tr>
<td>47</td>
<td>Fri 25.11.2022</td>
<td>Fri 18.11.2022</td>
<td>Wed 16.11.2022</td>
</tr>
<tr>
<td>48</td>
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</tr>
<tr>
<td>49</td>
<td>Fri 09.12.2022</td>
<td>Fri 02.12.2022</td>
<td>Wed 30.11.2022</td>
</tr>
</tbody>
</table>

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

The General Terms and Conditions (AGB) can be found under: [www.aerzteverlag.de/agb](http://www.aerzteverlag.de/agb)
Delegiertenversammlung
Hessisches Ärzteparlament
fordert Beschleunigung der Impfkampagne
Corona-Impfungen
Allergische Reaktionen auf die in Deutschland zugelassenen Covid-19-Impfstoffe

Hessisches Ärzteblatt
Chronische koronare Herzerkrankung
Linke Koronararterie mit Stenosen.

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