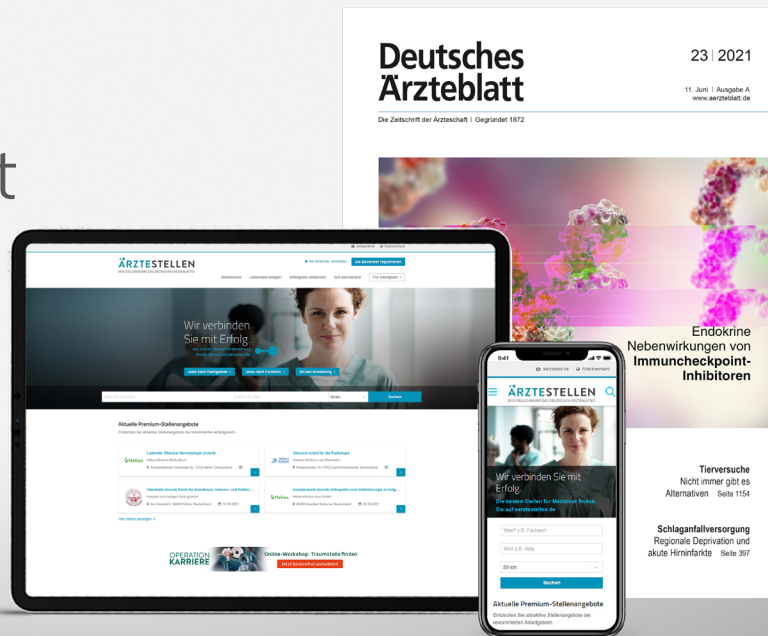


# MEDIA INFORMATION 2022

Deutsches Ärzteblatt  
aerztestellen.de  
Jobs and classifieds



www.aerzteverlag.de

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## 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

### Key Account Management Media Agencies



Kevin Jonas

Phone +49 (0) 2234 7011-392  
Mobile +49 (0) 172 2413054  
jonas@aerzteverlag.de



Jessica Kwasny

Phone +49 (0) 2234 7011-305  
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

#### PC 1, 3 & Abroad



Jan von der Heide

Phone +49 (0) 2234 7011-381  
heide@aerzteverlag.de

#### PC 2 & Classifieds Market



Birgit Schäfer

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

#### PC 4 & 9



Ann-Christin Steinke

Phone +49 (0) 2234 7011-345  
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  
l.weber@aerzteverlag.de

#### PC 8 & CH



Stefan Pankalla

Phone +49 (0) 2234 7011-516  
pankalla@aerzteverlag.de

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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](mailto:stellenanzeigen@aerzteverlag.de)

**Practices and private clients**

Phone +49 (0) 2234 7011-290  
[kleinanzeigen@aerzteverlag.de](mailto:kleinanzeigen@aerzteverlag.de)

You have **GENERAL QUESTIONS** about our services?

**Product management**

[Anja Steiling](#)

Phone +49 (0) 2234 7011-236  
[steiling@aerzteverlag.de](mailto:steiling@aerzteverlag.de)

**Ad management**

[Anne Anderlohr](#)

Phone +49 (0) 2234 7011-593  
[anderlohr@aerzteverlag.de](mailto:anderlohr@aerzteverlag.de)

You have **EDITORIAL QUESTIONS**?

**Deutsches Ärzteblatt/aerzteblatt.de**

[Editorial office Berlin](#)

Phone +49 (0) 30 246267-0  
[aerzteblatt@aerzteblatt.de](mailto:aerzteblatt@aerzteblatt.de)

**[aerztestellen.de/operation-karriere.de](#)**

[Stefanie Hanke](#)

Phone +49 (0) 2234 7011-351  
[hanke@aerzteverlag.de](mailto: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 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

## WEB

[www.aerzteverlag.de](http://www.aerzteverlag.de)  
[www.aerzteblatt.de](http://www.aerzteblatt.de)  
[www.aerztestellen.de](http://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 sec-  
tion. 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 DAAEDED3

Postbank Köln

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

IBAN DE83 3701 0050 0019 2505 06

BIC PBNKDE33

## 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.

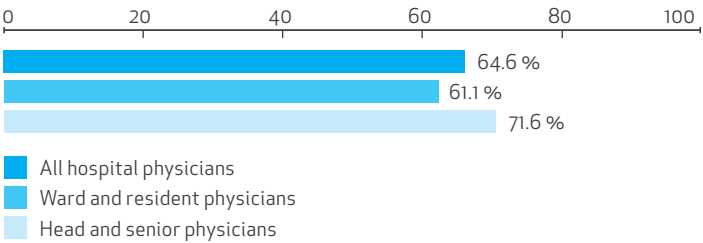
CIRCULATION ANALYSIS



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

Source: IVW, as of 2nd quarter 2021

Deutsches Ärzteblatt – Clinic Edition (RPI range)



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.aerzttestellen.de](http://www.aerzttestellen.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

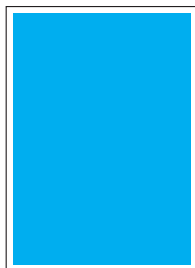
### BLEED SIZES

(including 3 mm bleed margin)

1/1 page = 213 × 286 mm

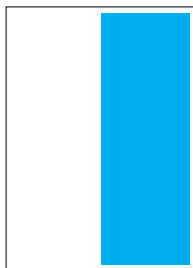
1 1/2 page = 317 × 286 mm

2 pages 420 × 286 mm



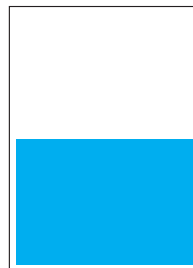
1/1 page vertical  
b+w/2c/3c/4c  
in the type area  
186 × 260 mm

€ 13,624.-



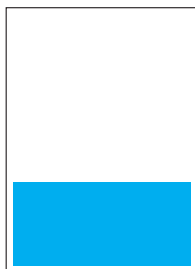
1/2 page vertical  
b+w/2c/3c/4c  
in the type area  
92 × 260 mm

€ 6,812.-



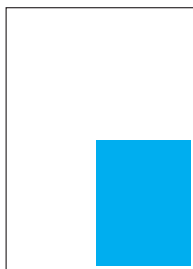
1/2 page horizontal  
b+w/2c/3c/4c  
in the type area  
186 × 128 mm

€ 6,707.20



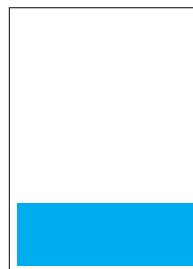
1/3 page horizontal  
b+w/2c/3c/4c  
in the type area  
186 × 84 mm

€ 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

## 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.aerztstellen.de](http://www.aerztstellen.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](http://aerztestellen.de) and in the apps of the Deutsches Ärzteblatt. You can additionally order the following services for the online area on **aerztestellen.de**:

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

### 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](http://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.aerztstellen.de](http://www.aerztstellen.de).

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

### 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 [aerztstellen.de](http://aerztstellen.de).

#### ADDITIONAL OFFERS ONLINE-ONLY

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

Service	Basic (Self-Service)	Online Plus	Premium
One-time runtime extension (30 days) incl. refresh	€ 475.-	€ 475.-	incl.
Premium placement in the search results (Top-Job)	€ 370.-	€ 370.-	incl.
Date update after 15 days (Refresher)	€ 460.-	incl.	incl.
Premium employer profile (12 months)	€ 1,200.-	€ 1,200.-	€ 1,200.-
Teaser ad in the print edition of the Deutsches Ärzteblatt (1/4 page)	✗	✗	€ 1,949.-

## 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

### Key Account Management Media Agencies



Kevin Jonas

Phone +49 (0) 2234 7011-392  
Mobile +49 (0) 172 2413054  
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Jessica Kwasny

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schaefer@aerzteverlag.de

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Ann-Christin Steinke

Phone +49 (0) 2234 7011-345  
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  
lweber@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.



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.

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

of which smartphone apps:

615,157 page impressions

115,323 visits

4,820,000 unique user (AGOF 05/2021)

August 2021



agof

## ONLINE ADVERTISEMENT

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

## YOUR CONTACT FOR ONLINE ADVERTISEMENT:











Anja Steiling

Phone: +49 (0) 2234 7011-236

[steiling@aerzteverlag.de](mailto:steiling@aerzteverlag.de)

## DISPLAY ADVERTISING

If you have any questions about booking online banners in the newsletter, please contact us at: +49 (0) 2234 7011-236

Banner format		Desktop 	Tablet 	Smartphone 	Price/TCP*
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](http://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 [aerztstellen.de](http://aerztstellen.de) are published also on [operation-karriere.de](http://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:

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

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](http://www.operation-karriere.de) and the detailed exhibitor documentation can be obtained from [www.aerzteverlag-media.de](http://www.aerzteverlag-media.de).

## 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

Numbered advert service*	€ 15.-
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

	Price
Basic price (per mm) for the 45-mm-wide millimeter advert	€ 13,10
Reduced mm price for ads in the following sections (bw/2c/3c/4c)**	
Residential establishment offers (only for cities and municipalities)	€ 12,90
Outpatient/ward cooperation Associations Practice Dissolution – Clinical Practice Dissolution – Practices Abroad – Practice Offices – Practice Advice/Management – Practice Facilities/Needs – Practice Data Entry	€ 12,80
Training and Further Education	€ 11,90
Calendar entry up to 21 mm, b+w	€ 180.00
Calendar entry up to 31 mm, b+w	€ 280.00
Leisure/Marriage/Partnership Capital market – Real estate market Art/Antiques Courses	€ 9,80
Travel – Clinics/Resorts/Sanatoriums	€ 9,60
Miscellaneous – Student counselling	€ 10,50
Private family adverts (congratulations, anniversaries, obituaries)	€ 3,95

Ads are placed and calculated according to text content.

\*\* Minimum 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](mailto:stellenanzeigen@aerzteverlag.de)

Classified adverts: [rubrikanzeigen@aerzteverlag.de](mailto: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.

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## ONLINE

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

Issue no.	Date of publication print*	Date of publication online	Deadline for advertisements At 10 o'clock in each case
1/2	Mo 10.01.2022	Fri 31.12.2021	Tue 28.12.2021
3	Fri 21.01.2022	Fri 14.01.2022	Wed 12.01.2022
4	Fri 28.01.2022	Fri 21.01.2022	Wed 19.01.2022
5	Fri 04.02.2022	Fri 28.01.2022	Wed 26.01.2022
6	Fri 11.02.2022	Fri 04.02.2022	Wed 02.02.2022
7	Fri 18.02.2022	Fri 11.02.2022	Wed 09.02.2022
8	Fri 25.02.2022	Fri 18.02.2022	Wed 16.02.2022
9	Fri 04.03.2022	Fri 25.02.2022	Tue 22.02.2022
10	Fri 11.03.2022	Fri 04.03.2022	Wed 02.03.2022
11	Fri 18.03.2022	Fri 11.03.2022	Wed 09.03.2022
12	Fri 25.03.2022	Fri 18.03.2022	Wed 16.03.2022
13	Fri 01.04.2022	Fri 25.03.2022	Wed 23.03.2022
14	Fri 08.04.2022	Fri 01.04.2022	Wed 30.03.2022
15	Fri 15.04.2022	Fri 08.04.2022	Wed 06.04.2022
16	Fri 22.04.2022	Fri 15.04.2022	Tue 12.04.2022
17	Fri 29.04.2022	Fri 22.04.2022	Wed 20.04.2022
18	Fri 06.05.2022	Fri 29.04.2022	Wed 27.04.2022
19	Fri 13.05.2022	Fri 06.05.2022	Wed 04.05.2022
20	Fri 20.05.2022	Fri 13.05.2022	Wed 11.05.2022

Issue no.	Date of publication print*	Date of publication online	Deadline for advertisements At 10 o'clock in each case
21	Fri 27.05.2022	Fri 20.05.2022	Wed 18.05.2022
22/23	Tue 07.06.2022	Fri 27.05.2022	Tue 24.05.2022
24	Fri 17.06.2022	Fri 10.06.2022	Wed 08.06.2022
25	Fri 24.06.2022	Fri 17.06.2022	Tue 14.06.2022
26	Fri 01.07.2022	Fri 24.06.2022	Wed 22.06.2022
27/28	Mo 11.07.2022	Fri 01.07.2022	Wed 29.06.2022
29/30	Mo 25.07.2022	Fri 15.07.2022	Wed 13.07.2022
31/32	Mo 08.08.2022	Fri 29.07.2022	Wed 27.07.2022
33/34	Mo 22.08.2022	Fri 12.08.2022	Wed 10.08.2022
35/36	Mo 05.09.2022	Fri 26.08.2022	Wed 24.08.2022
37	Fri 16.09.2022	Fri 09.09.2022	Wed 07.09.2022
38	Fri 23.09.2022	Fri 16.09.2022	Wed 14.09.2022
39	Fri 30.09.2022	Fri 23.09.2022	Wed 21.09.2022
40	Fri 07.10.2022	Fri 30.09.2022	Wed 28.09.2022
41	Fri 14.10.2022	Fri 07.10.2022	Wed 05.10.2022
42	Fri 21.10.2022	Fri 14.10.2022	Wed 12.10.2022
43	Fri 28.10.2022	Fri 21.10.2022	Wed 19.10.2022
44	Fri 04.11.2022	Fri 28.10.2022	Wed 26.10.2022
45	Fri 11.11.2022	Fri 04.11.2022	Wed 02.11.2022

Issue no.	Date of publication print*	Date of publication online	Deadline for advertisements At 10 o'clock in each case
46	Fri 18.11.2022	Fri 11.11.2022	Wed 09.11.2022
47	Fri 25.11.2022	Fri 18.11.2022	Wed 16.11.2022
48	Fri 02.12.2022	Fri 25.11.2022	Wed 23.11.2022
49	Fri 09.12.2022	Fri 02.12.2022	Wed 30.11.2022
50	Fri 16.12.2022	Fri 09.12.2022	Wed 07.12.2022
51/52	Tue 27.12.2022	Fri 16.12.2022	Wed 14.12.2022

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

