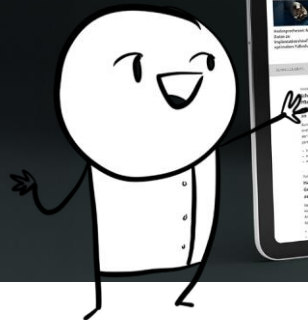


# Deutsches Ärzteblatt MEDIA INFORMATION 2025

Print & Digital



<a href="#">Contacts</a>	3
<a href="#">Journal Profile Deutsches Ärzteblatt</a>	4
<a href="#">Print   Circulation &amp; Distribution Analysis</a>	6
<a href="#">Print   Advertisements   Inside</a>	7
<a href="#">Print   Advertisements   Special Advertising Formats</a>	8
<a href="#">Print   Bound Inserts</a>	9
<a href="#">Print   Inserts</a>	10
<a href="#">Print   Additional Information</a>	11
<a href="#">Cross Media   Campaigns</a>	12
<a href="#">Cover Portrait aerzteblatt.de</a>	13
<a href="#">Digital   Sponsored Content</a>	14
<a href="#">Digital   Display</a>	15
<a href="#">Digital   Newsletter</a>	17
<a href="#">Digital   Newsletter   Professional communication</a>	18
<a href="#">Digital   Newsletter   Patient communication</a>	19
<a href="#">Delivery</a>	20
<a href="#">Schedule</a>	22
<a href="#">Magazine Portfolio &amp; Terms and Conditions</a>	23

With our products you can not only reach the attractive target group of doctors, but also specifically address groups of people interested in health.



## CONSULTATION

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



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

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



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

## BOOKING

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

### Print



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

### Print



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

### Digital



Francesco Todaro  
Phone +49 (0) 2234 7011-325  
[digital-sales@aerzteverlag.de](mailto:digital-sales@aerzteverlag.de)

## BRIEF DESCRIPTION

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

The aim of the editors is to inform physicians competently and objectively.

The editorial content in particular offers:

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

Deutsches Ärzteblatt is by far the most widely read of all the specialist medical journals. Its excellent media performance values recommend it as the leading advertising media for advertising to physicians as a target group.

The respective allocation options can be booked separately or in combination. The jobs and classified adverts section is laid out the same way.

## TARGET GROUP

All employed physicians in the Federal Republic of Germany.

These are addressed with the following allocation options:

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

## PUBLISHING AUTHORITY

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

## PUBLISHER

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

## PUBLISHING HOUSE

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

## WEB

[www.aerzteverlag.de](http://www.aerzteverlag.de)  
[www.aerzteblatt.de](http://www.aerzteblatt.de)  
[www.healthrelations.de](http://www.healthrelations.de)

## Do you have EDITORIAL questions?

Deutsches Ärzteblatt/  
aerzteblatt.de

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

CME/Medizinisch-wissenschaftliche  
Redaktion

Editorial office Köln  
Phone +49 (0) 2234 7011-570  
[medwiss@aerzteblatt.de](mailto:medwiss@aerzteblatt.de)



## VOLUME

Volume 122, 2025

## PUBLICATION FREQUENCY

Biweekly (see [SCHEDULE](#) for details)

## FORMAT

207 × 280 mm

## BLEED

207 × 280 mm plus 3 mm bleed

## BASIC FONT

LinguisticsPro

## PRINTING PROCESS

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

## BOOKBINDING PROCEDURE

Perfect binding with head lay

## SEALS OF QUALITY



verified Oncology-Studie 2024



verified Facharzt-Studie 2024



verified API-Studie 2023



**WISSEN, WAS ZÄHLT**

Gepüfte Nutzungszahlen  
Klare Basis für den Werbemarkt

## BANK DETAILS

Deutsche Apotheker- und Ärztebank Köln

Account no.: 0101 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 2024)	Practice Allocation (A)	Clinic Allocation (B)
Print run	152,807	193,986
Actually distributed issues (ADI)	152,106	193,865
Paid circulation	151,004	193,619
Circulation sent abroad	3	1
Subscribed copies	150,997	193,619
Member portion of circulation	150,713	19,525
Retail sales	–	–
Other sales	7	0
Free copies	1,102	246
Remaining and archive copies	701	121

Source: IVW, as of 2nd Quarter 2024

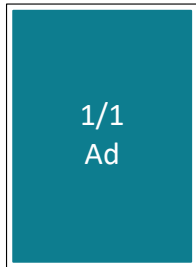
## Print run 2025

Practice allocation (A) (outpatient)	Registered & employed physicians (outpatient)	153,700
GP allocation	General practitioners, internists, employed physicians (outpatient)	64,950
Clinic allocation (B) (clinical)	Clinicians	195,400
Practice/clinic allocation (AB)	Registered & employed doctors + hospital doctors	349,100
Complete allocation (ABC)	All employed physicians	378,100

TIP!

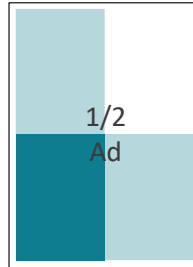
**Additional coverage:** With Deutsches Ärzteblatt you now also reach **all employed doctors** in the practice.

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



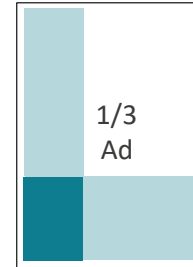
Format 1/1  
207 × 280 mm

GP	12,500 €
Practice (A)	16,700 €
Clinic (B)	13,100 €
Combi (AB)	23,500 €



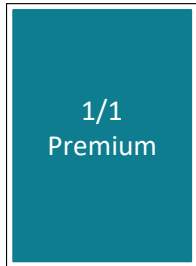
Format 1/2  
vertical/horizontal  
101 × 280 mm/  
207 × 142 mm

GP	6,800 €
Practice (A)	9,100 €
Clinic (B)	7,200 €
Combi (AB)	13,100 €



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

GP	4,600 €
Practice (A)	6,100 €
Clinic (B)	5,100 €
Combi (AB)	8,700 €



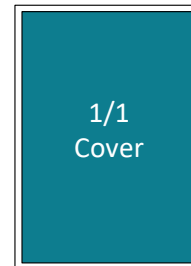
Premium placements:  
• 1. right ad page  
• Focus topic

Practice (A)	18,100 €
Clinic (B)	14,000 €
Combi (AB)	25,200 €



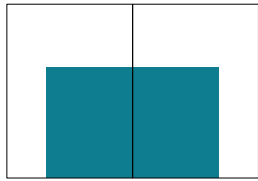
Advertorial ad

GP	13,500 €
Practice (A)	18,100 €
Clinic (B)	14,000 €
Combi (AB)	25,200 €



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

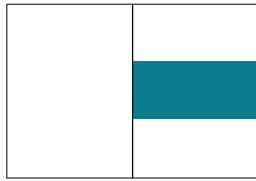
PRICES AND SIZES – 4 COLOURS ACCORDING TO ALLOCATION (WIDTH × HEIGHT)



**Tunnel ad**

278 × 148 mm

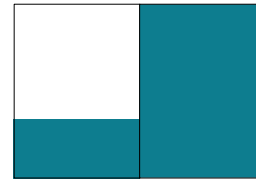
GP	13,500 €
Practice (A)	18,300 €
Clinic (B)	14,600 €
Combi (AB)	26,400 €



**Flaglet ad**

207 × 102 mm

GP	6,800 €
Practice (A)	9,100 €
Clinic (B)	7,200 €
Combi (AB)	13,100 €

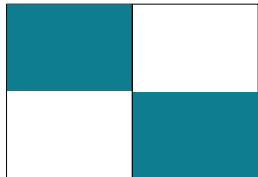


**L ad**

Links: 207 × 102 mm

Rechts: 207 × 280 mm

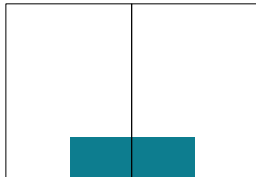
GP	19,300 €
Practice (A)	25,800 €
Clinic (B)	20,500 €
Combi (AB)	36,600 €



**Chessboard ad**

207 × 142 mm

GP	13,500 €
Practice (A)	18,300 €
Clinic (B)	14,600 €
Combi (AB)	26,400 €



**Shaft ad**

127 × 49 mm

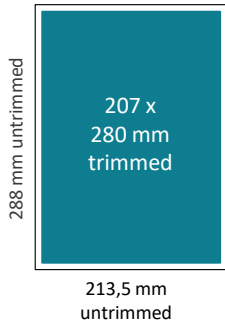
GP	7,600 €
Practice (A)	10,100 €
Clinic (B)	8,200 €
Combi (AB)	14,500 €



## PRICES\* AND SIZES

4 COLOURS ACCORDING TO ALLOCATION (WIDTH × HEIGHT)

### TRIMMING DIAGRAM



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

### INFORMATION ON BOUND INSERTS:

- Bound inserts are not discounted.
- Bound inserts must be designed so that they can be clearly differentiated from the text portion of the journal.
- Scientific content and knowledge transfer on prescription pharmaceutical products and medical devices can only be published in the corporate media products.
- Special advertising formats on request (e.g. perforation, postcard, etc.)
- If desired, the sheet can be turned halfway through the print run.
- Prices apply for all bound inserts that can be processed without additional time required (by machine): double-sided inserts (one sheet) without attached or affixed reply card or samples of products.
- Further information on delivery is summarised on [page 21](#)

SPECIALIST FIELD	Print run*	Price per 2-page bound insert**
Anesthesiology	19,850	7,350 €
Dermatology	5,830	5,250 €
Diabetology	8,100	6,090 €
Gastroenterology	4,550	5,250 €
Gynecology	16,900	7,140 €
ENT	5,550	5,040 €
Cardiology	8,700	5,880 €
Nephrology	2,550	3,780 €
Neurology	12,000	5,460 €
Oncology	8,700	5,880 €
Ophthalmology	7,050	5,880 €
Orthopaedics	1,000	5,250 €
Pediatrics	13,100	6,300 €
Pathology	1,150	3,570 €
Pneumology	3,150	4,200 €
Psychiatry	11,980	4,620 €
Radiology	9,300	4,830 €
Rheumatology	1,550	3,780 €
Urology	5,900	5,040 €

\* Allocation: combi practice/clinic (AB), Circulation plus 2 % subsidy in each case  
 \*\* The prices quoted include the insertion costs of the 2-page bound insert on delivery, incl. subsidy.

## PRICES

	up to 20 g*	up to 30 g*	up to 40 g*	up to 50 g*
30,000 to 65,000 copies	240 €	245 €	250 €	253 €
up to 80,000 copies	217 €	222 €	226 €	229 €
up to 125,000 copies	193 €	196 €	200 €	205 €
up to 175,000 copies	181 €	186 €	190 €	193 €
up to 350,000 copies	169 €	173 €	177 €	181 €
Postcard**	69 €	–	–	–

## EXAMPLES OF ALLOCATION FOR INSERTS UP TO 20 g:

Target group “Entscheider – Ambulant tätige Ärzt:innen”:  
Print run 123,200 copies, total price: 23,777 €

Target group “Entscheider – Niedergelassene Ärzt:innen/Praxisinhaber”  
Print run 96,440 copies, total price: 18,612 €

Target group “Entscheider – Allgemeinärzt:innen/Internist:innen”  
Print run 56,050 copies, total price: 13,452 €

Target group “Entscheider – Ärztinnen deutschlandweit | Selektion ‘weiblich’”:  
Print run 165,040 copies, total price: 29,872 €

Target group “Entscheider – Chef- u. Oberärzt:innen”:  
Print run 35,670 copies, total price: 8,560 €

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

\*\* In conjunction with a 1/1 ad page

## SIZE

Maximum 195 × 275 mm or folded to that size, no leporello.  
Minimum size: 105 × 140 mm.

## GLUED-ON PRODUCT SAMPLES

Rates on request upon submission of a final sample.

## INFORMATION ON INSERTS:

- Required circulation to allocate the respective main circulation
- Practice allocation (A): Main edition 122,260 copies
- Clinic allocation (B): Main edition 166,200 copies
- Complete allocation (ABC): Main edition 336,000 copies.
- Subsidy on request
- Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
- Inserts are not discounted.
- Inserts must be designed so that they can be clearly differentiated from the text portion of the journal.
- Scientific content and knowledge transfer on prescription pharmaceutical products and medical devices can only be published in the corporate media products.

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

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

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

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

## DISCOUNTS INTERIOR ADVERTISEMENTS

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

## ADVERTORIAL

In principle, an advertorial, defined as the editorial presentation of an advertisement, requires the consent of the publisher and must be marked with the word advertisement. Advertorials must be designed so that they are clearly differentiated from the editorial section of the journal. For content approval and review, please send a sample/design at least 10 working days before the advertising deadline to the publisher.

## DISTINCTION BETWEEN ADVERTORIAL AND SPECIAL PUBLICATION

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



## PRINT

**PRODUCTS:**

- Deutsches Ärzteblatt (every two weeks)
- Med. Fachtitel (HÄB, HNO, etc.)

**PERFORMANCE INDICATORS:**

- ✓ Reaches all 378,100 physicians
- ✓ Highest impact factor
- ✓ Highest quality advertising environment

**APPROVED BY:**

- ✓ IVW



COMMUNICATION OCCASION



Content  
CROSS-MEDIA  
Display

## ONLINE

**PRODUCTS:**

- aerzteblatt.de
- Newsletter
- Display ads

**PERFORMANCE INDICATORS :**

- ✓ 8.3 million page impressions
- ✓ 4.7 million visits
- ✓ 520,000 registered users
- ✓ 236,000 registered physicians

**APPROVED BY:**

- ✓ IVW



236,000

Physicians



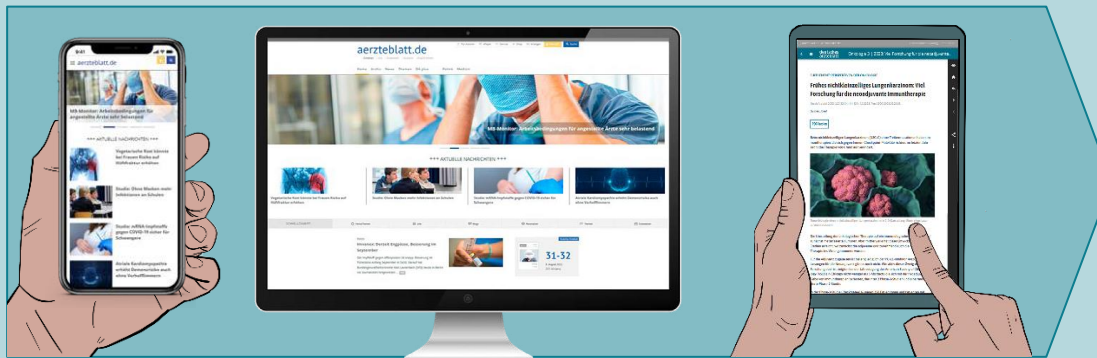
349,100

YOUR CONNECTION TO ALL PHYSICIANS IN GERMANY

## BRIEF CHARACTERISTICS AERZTEBLATT.DE

With [aerzteblatt.de](http://aerzteblatt.de) Deutsches Ärzteblatt is aimed at all doctors and people interested in health, supplements the content of the title and accompanies users in their everyday professional and practice life on all end devices:

The portal provides daily news from [medicine and healthcare policy](#) with a focus on high-quality [scientific content](#), [practical relevance](#) and current developments that affect users. In addition, certified [online training courses \(CME\)](#) are offered on an ongoing basis. The digital newsletter portfolio of Deutsches Ärzteblatt offers doctors and people interested in healthcare the opportunity to put together newsletters tailored to their needs and to receive current content from various specialist areas as well as politics and the medical profession conveniently and regularly.



## ACCESS AERZTEBLATT.DE

Total 07/2024

8,310,917 page impressions

4,701,078 visits

## ONLINE ADVERTISING

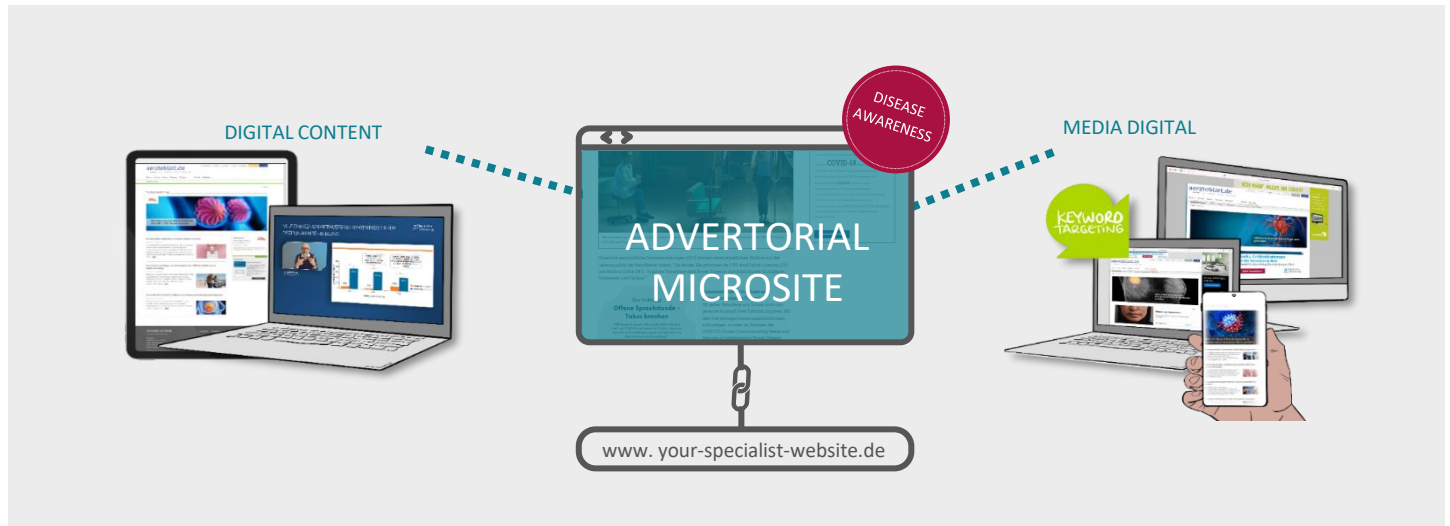
HWG-compliant\* (HWG § 10) and non-HWG-compliant online advertising is possible – both on [www.aerzteblatt.de](http://www.aerzteblatt.de) and in the newsletters.

\* Content that falls under the Therapeutic Products Advertising Act (HWG) is only accessible to a (legally) defined group of users - e.g. doctors. HWG-compliant online advertising is therefore only displayed if a user demonstrably belongs to this user group.







## ADVERTORIAL MICROSITE

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

Goal:	Awareness campaigns as well as product or brand communication are addressed to both the medical target group and patients.
Content:	Individually designed microsite
Traffic supply:	Basic services included in the package
Runtime:	from 1 month
Price:	from 12,500 €



## DISPLAY ADVERTISING – RUN OF SITE





Banner format		Required formats**	CPM* (HWG-compliant)	CPM* (non-HWG-compliant)
AdBundle		Superbanner Skyscraper Medium Rectangle	120 €	75 €
Billboard		Billboard Superbanner Medium Rectangle	120 €	115 €
Halfpage Ad		Halfpage Ad Superbanner Medium Rectangle	120 €	115 €
Medium Rectangle		Medium Rectangle	100 €	100 €
Superbanner		Superbanner Medium Rectangle	80 €	65 €
Skyscraper		Skyscraper Medium Rectangle	80 €	70 €



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

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

## DISPLAY ADVERTISING – TARGETING-OPTIONEN

Targeting		Optionen	CPM* (HWG-compliant)	CPM* (non-HWG-compliant)
Contextual targeting*		General medicine, surgery, dermatology, diabetology, gastroenterology, gynecology, ENT, internal medicine, cardiology, laboratory medicine, nephrology, neurology, oncology, ophthalmology, orthopedics, pediatrics, pneumology, radiology, rheumatology, pain medicine, urology. Others on request.	180 €	120 €
Specialist field targeting*		General medicine, internal medicine (general)	260 €	–
		AICU, surgery, dermatology, gynecology, ENT, internal medicine and angiology, internal medicine and diabetology, internal medicine and gastroenterology, internal medicine and cardiology, internal medicine and nephrology, internal medicine and rheumatology, ophthalmology, orthopedics, pediatrics	310 €	–
		Internal medicine and pneumology, internal medicine and hematology and oncology, neurology and psychiatry, laboratory medicine, nuclear medicine and radiotherapy, radiology, transfusion medicine	330 €	–

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

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



## BRIEF DESCRIPTION NEWSLETTER

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

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

## BANNER FORMATS

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

**Advertorial Teaser**

Headline: **Ausdauersport kann Neuropathie nach Chemotherapie lindern**

Text: **Studie: Große HPV-Infektionen sind bei älteren Männern am häufigsten**


**Medium Rectangle**

Headline: **Brain-Computer-Interfaces ermöglichen Gelähmten das Sprechen**

Text: **Studie: Pflegefonds und Pandemieausgaben: Rechnungsprüfer stellen Haushaltsplan infrage**



## INTERDISCIPLINARY NEWSLETTERS

New sletter	Publication schedule	Shipping dates				Subscribers*	Price**
Monday Bulletin	Each Monday	Each Monday				Total: 119,000 Medical interest groups*: 57,900 HWG**+: 61,100	Total: 8,925 € Medical interest groups*: 2,606 € HWG**+: 7,027 €
Deutsches Ärzteblatt Digital Issue	Publication date of Deutsches Ärzteblatt (print)	10.01. 24.01. 07.02. 21.02. 07.03. 21.03. 04.04.	18.04. 02.05. 16.05. 30.05. 13.06. 27.06. 11.07.	25.07. 08.08. 22.08. 05.09. 19.09. 03.10. 17.10.	31.10. 14.11. 28.11. 12.12. 26.12.	Total: 82,000 Medical interest groups*: 32,900 HWG**+: 49,100	Total: 6,150 € Medical interest groups*: 1,481 € HWG**+: 5,647 €
Daily new s		Daily (Mon.–Fri.)				Total: 68,400 Medical interest groups*: 42,000 HWG**+: 26,400	Total: 5,130 € Medical interest groups*: 1,890 € HWG**+: 3,623 €
eHealth	Last Tuesday of the month	28.01. 25.02. 25.03.	29.04. 27.05. 24.06.	29.07. 26.08. 30.09.	28.10. 25.11.	On request	On request
Certified continuing medical education (CME)	1st Thursday of the month	02.01. 06.02. 06.03.	03.04. 02.05. 05.06.	03.07. 07.08. 04.09.	02.10. 06.11. 04.12.	Total: 36,500 Medical interest groups*: 5,000 HWG**+: 31,500	Total: 2,738 € Medical interest groups*: 225 € HWG**+: 3,623 €
Clinical snapshot	Last Wednesday of the month	29.01. 26.02. 26.03.	30.04. 28.05. 25.06.	30.07. 27.08. 24.09.	29.10. 26.11. 19.12.	Total: 24,600 Medical interest groups*: 11,600 HWG**+: 13,000	Total: 1,495 € Medical interest groups*: 522 € HWG**+: 1,495 €
Adipositas 	4th Friday of the month	24.01. 21.02. 28.03.	25.04. 23.05. 27.06.	25.07. 22.08. 26.09.	24.10. 28.11. 29.12.	Total: 68,400 Medical interest groups*: 42,000 HWG**+: 26,400	Total: 5,130 € Medical interest groups*: 1,890 € HWG**+: 3,036 €
Congress Special	To the designated congress	16.05. DGIM		28.07. IAS		Total: 68,400 Medical interest groups*: 42,000 HWG**+: 26,400	Total: 5,130 € Medical interest groups*: 1,890 € HWG**+: 3,036 €
Topic Special	Once	24.03. Pain/Palliative Days		18.07. Rare Diseases		Total: 68,400 Medical interest groups*: 42,000 HWG**+: 26,400	Total: 5,130 € Medical interest groups*: 1,890 € HWG**+: 3,036 €
		04.11. Pain Congress		01.12. World AIDS Day			

\* Status: August 2024. The number of subscribers is the number of registered doctors (HWG-compliant delivery).

\*\* From 1,500 subscribers in the respective selection plus placement surcharges: 1st ad space + 400 €, 2nd ad space + 300 €, 3rd ad space + 200 €

## NEWSLETTER MARKETING – COMMUNICATION WITH PATIENTS AND RELATIVES

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

Objective: targeted approach to patients and their relatives within a selected specialty

Occasions: awareness campaigns or individually tailored offers of products/services for patients and relatives in a specialty

Newsletter	Publication schedule	Subscribers*	Price**
Dermatology	4th Thursday of the month	6,300	284 €
Diabetology	1st Saturday of the month	15,000	675 €
Gastroenterology	3rd Monday of the month	7,700	347 €
Gynecology	3rd Wednesday of the month	6,200	279 €
Cardiology	2nd & 4th Wednesday of the month	23,100	1,040 €
Neurology	1st & 3rd Tuesday of the month	27,700	1,247 €
Oncology	Each Saturday	21,000	945 €
Ophthalmology	1st Wednesday of the month	On request	On request
Pediatrics	2nd & 4th Saturday of the month	5,600	252 €
Pneumology	1st Thursday of the month	15,100	680 €
Rheumatology and Orthopedics	2nd Thursday of the month	4,300	194 €
Urology	2nd & 4th Tuesday of the month	13,800	621 €

\* Status: August 2024. The number of subscribers is the number of registered doctors (HWG-compliant delivery).

\*\* From 1,500 subscribers in the respective selection plus placement surcharges: 1st ad space + 400 €, 2nd ad space + 300 €, 3rd ad space + 200 €

## ADVERTISEMENT

### TRANSFER OF DIGITAL DATA

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

### TRANSFER OF ADVERTISEMENT

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

### TRANSMISSION BY EMAIL

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

### DATA ARCHIVING

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

### DATA FORMATS

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

### COLOR SPACE

All colors in the PDF must be set up in the CMYK printing colors; spot colors are not allowed.

Color profile for the cover: pso\_lwc\_improved.icc

Color profile for the content: PSO\_INP\_Paper\_eci

### DESIGN

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

### WARRANTY/ADDITIONAL COSTS

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

## INSERTS AND BOUND INSERTS

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

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

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

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

## BOUND INSERTS

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

## INSERTS

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

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

## DIGITAL

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

[digital-sales@aerzteverlag.de](mailto:digital-sales@aerzteverlag.de)

## TECHNICAL SPECIFICATIONS

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

Details on the delivery of advertising material at

[www.aerzteverlag.de](http://www.aerzteverlag.de)

Issue no.	Date of publication Print* & Newsletter*	Advertisement deadline at 10 a.m.
1	10.01.	23.12.2024
2	24.01.	14.01.2025
3	07.02.	28.01.2025
4	21.02.	11.02.2025
5	07.03.	25.02.2025
6	21.03.	11.03.2025
7	04.04.	25.03.2025
8	18.04.	08.04.2025
9	02.05.	22.04.2025
10	16.05.	06.05.2025
11	30.05.	20.05.2025
12	13.06.	03.06.2025
13	27.06.	16.06.2025

Issue no.	Date of publication Print* & Newsletter*	Advertisement deadline at 10 a.m.
14	11.07.	01.07.2025
15	25.07.	15.07.2025
16	08.08.	29.07.2025
17	22.08.	12.08.2025
18	05.09.	26.08.2025
19	19.09.	09.09.2025
20	03.10.	23.09.2025
21	17.10.	07.10.2025
22	31.10.	21.10.2025
23	14.11.	04.11.2025
24	28.11.	18.11.2025
25	12.12.	02.12.2025
26	26.12.	12.12.2025

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

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

# DO YOU WANT TO GET IN CONTACT WITH DOCTORS?

We will be happy to help you with this!



**Mathias Vaupel**

Phone +49 (0) 2234 7011-308

Mobile +49 173 65 83 731

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



**David Schey**

Phone +49 (0) 2234 7011-322

Mobile +49 173 6072 116

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

Price list No. 67 valid from 01.01.2025

All information is subject to change.

The General Terms and Conditions (GTC) can be found at [www.aerzteverlag.de/agb](http://www.aerzteverlag.de/agb)