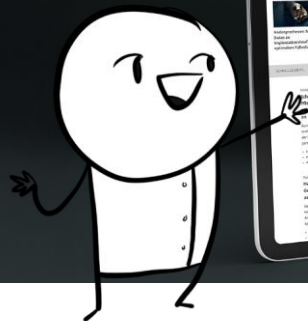


# Deutsches Ärzteblatt MEDIA INFORMATION 2025



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## CONSULTATION

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

### Region North



**Celia Schlink**

Phone +49 (0) 2234 7011-303  
schlink@aerzteverlag.de

### Region South



**Petra Schwarz**

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

### Non-Health



**Mathias Vaupel**

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

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



**Sarah Wagner**

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



**David Schey**

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

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



**Petra Paul**

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



**Andreas Kotte**

Phone +49 (0) 2234 7011-315  
kotte@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

### Print



**Sabine Griep**

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

### Digital



**Francesco Todaro**

Phone +49 (0) 2234 7011-325  
digital-sales@aerzteverlag.de

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

You will find further contacts on our company website.

## BRIEF DESCRIPTION

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 DAAEDED3

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



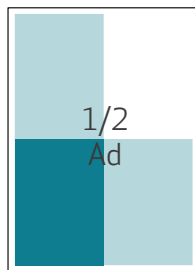
**Additional coverage:** With Deutsches Arzteblatt you now also reach **all employed doctors** in the practice.

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



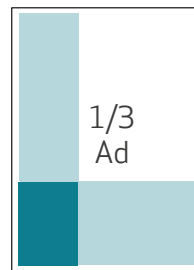
Format 1/1  
207 × 280 mm

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



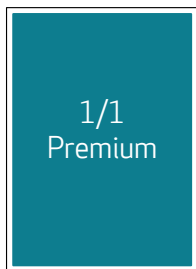
Format 1/2  
vertical/horizontal  
101 × 280 mm/  
207 × 142 mm

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 €



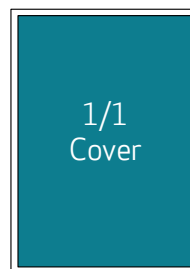
Premium placements:  
• 1. right ad page  
• Focus topic

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



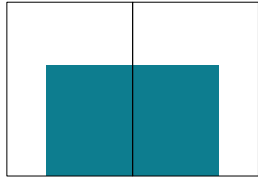
Advertorial ad

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



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

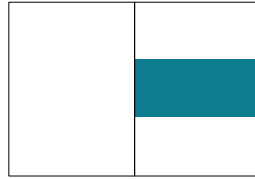
PRICES AND SIZES – 4 COLOURS ACCORDING TO ALLOCATION (WIDTH × HEIGHT)



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

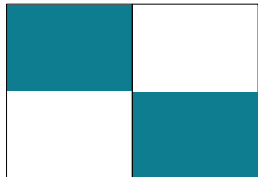
GP	6,800 €
Practice (A)	9,100 €
Clinic (B)	7,200 €
Combi (AB)	13,100 €



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 €



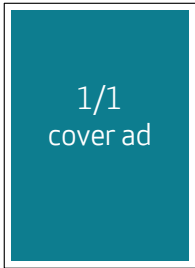
Shaft ad

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)



Format 1/1: 207 × 280 mm

Format: additional 3 mm bleed  
Availability on request

PREMIUM PLACEMENT  
EXPERT COVER PAGES:



SPECIALIST FIELD	Print run*	Price/cover page
Dermatology	5,830	7,900 €
Diabetology	8,100	9,000 €
Gastroenterology	4,550	9,000 €
Gynecology	16,900	9,000 €
ENT	5,550	7,900 €
Cardiology	8,700	9,000 €
Nephrology	2,550	7,100 €
Neurology	12,000	9,000 €
Oncology	8,700	9,000 €
Ophthalmology	7,050	7,900 €
Orthopaedics	16,000	7,900 €
Pediatrics	13,100	7,900 €
Pneumology	3,150	7,100 €
Psychiatry & child psychiatry	11,980	7,900 €
Radiology	9,300	7,900 €
Rheumatology	1,550	7,100 €
Urology	5,900	7,100 €
Practice allocation (A), main edition	122,260	17,400 €
Clinic allocation(B), main edition	166,200	13,100 €
Combi allocation (AB), main edition	291,460	20,300 €

\* Allocation: combi practice/clinic (AB)

Do you have questions about our COVER PAGES?



Celia Schlink

Phone +49(0) 2234 7011-303  
schlink@aerzteverlag.de



Petra Schwarz

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

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



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

**PREMIUM PLACEMENT  
SPECIAL BOUND INSERTS**



Do you have questions about availabilities?



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



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

SPECIALIST FIELD	Print run**	Price per 2-page bound insert
Anesthesiology	19,850	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 €

Circulation plus 2% subsidy in each case

\* The prices quoted include the insertion costs of the 2-page bound insert on delivery, incl. subsidy. Information on delivery on page 46

\*\* Allocation: combi practice/clinic (AB)

## 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.

## INFORMATION ON BOUND INSERTS:

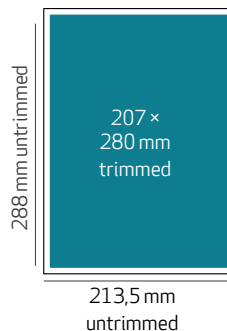
- Bound inserts are not discounted.
- Bound inserts must be designed so that they can be clearly differentiated from the text portion of the journal.
- Scientific content and knowledge transfer on prescription pharmaceutical products and medical devices can only be published in the corporate media products.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

## TECHNICAL INFORMATION BOUND INSERTS

### SIZES

1 sheet = (2 pages) untrimmed, 213,5 × 288 mm

### TRIMMING DIAGRAM



## BRIEF DESCRIPTION

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

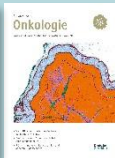
Since 2020, congress issues have supplemented the “Perspectives” supplement series. Under the name “Congress Special”, scientific studies and their findings are highlighted in condensed form and bundled in a supplement.

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

In addition, the supplements in the “Perspectives” series are made available to all physicians in digital form at [www.aerzteblatt.de/perspektiven](http://www.aerzteblatt.de/perspektiven).



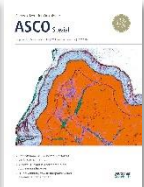
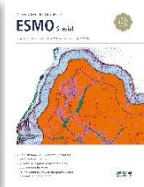
SPECIALIST  
FIELD

















NEW  
Pediatrics



CONGRESS



Place **SPECIAL PUBLICATIONS** in  
the “Perspectives” now:  
**PRINT | CORPORATE MEDIA.**

PERSPECTIVES		PD / AD*	PD / AD*	PD / AD*
Perspectives of Dermatology		21.03.2025 / 26.02.2025	-	-
Congress Special Dermatology		EASD 31.10.2025/ 08.10.2025	-	-
Perspectives of Diabetology		27.06.2025/ 02.06.2025	-	-
Perspectives of Gastroenterology		04.04.2025/ 12.03.2025	-	-
Perspectives of Gynecology		17.10.2025/ 23.09.2025	-	-
Perspectives of Immunology		21.02.2025/ 29.01.2025	-	-
Perspectives of Cardiology		30.05.2025/ 06.05.2025	-	-
Perspectives of Neurology		08.08.2025/ 16.07.2025	-	-
Congress Special Neurology		DGN 12.12.2025/ 19.11.2025	-	-
Perspectives of Oncology		07.02.2025/ 15.01.2025	16.05.2025/ 22.04.2025	05.09.2025/ 13.08.2025
Congress Special Oncology		ASCO 11.07.2025/ 17.06.2025	ESMO 28.11.2025/ 05.11.2025	-
Perspectives of Pediatrics		03.10.2025/ 10.09.2025		-
Perspectives of Pneumology		02.05.2025/ 04.04.2025	22.08.2025/ 30.07.2025	-

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

[PRINT | CORPORATE MEDIA.](#)

You can also place your content in the **DIGITAL ISSUE PERSPECTIVES** newsletter. You can find details under:

[DIGITAL | NEWSLETTER.](#)



Do you have questions about the **SUPPLEMENT PERSPECTIVES?**

















**Celia Schlink**

Phone +49 (0) 2234 7011-303  
schlink@aerzteverlag.de



**Petra Schwarz**

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

	Supplement	Print run	Target group	Rates				
				1/1 200 × 275 mm*	1/2 93 × 275 mm*/ 200 × 136 mm*	Cover 200 × 275 mm*	Special publication in the magazine 2 pages	Special publication in the magazine 4 pages
PERSPECTIVES OF ...	Dermatology 	5,830	Dermatology	4,600 €	2,700 €	5,600 €	9,000 €	14,900 €
	Diabetology 	8,100	Diabetology	4,700 €	2,800 €	5,700 €	13,200 €	20,800 €
	Gastroenterology 	4,550	Gastroenterology	4,500 €	2,700 €	5,400 €	11,900 €	18,600 €
	Gynecology 	16,900	Gynecology	4,900 €	2,900 €	5,900 €	12,800 €	19,700 €
	Immunology 	11,930	Gastroenterology, Rheumatology, Dermatology	5,100 €	3,200 €	6,200 €	12,100 €	20,800 €
	Cardiology 	8,700	Cardiology	4,700 €	2,800 €	5,700 €	12,500 €	19,800 €
	Neurology 	12,000	Neurology	4,900 €	2,900 €	5,900 €	11,700 €	18,400 €
	Oncology 	8,700	Oncology	5,300 €	3,200 €	6,300 €	13,200 €	20,900 €
	Pediatrics 	13,100	Pediatrics 	4,700 €	2,800 €	5,700 €	12,500 €	19,800 €
	Pneumology 	3,150	Pneumology	4,300 €	2,600 €	5,100 €	12,100 €	20,800 €
CONGRESS SPECIAL	Congress Special Dermatology (EASD) 	5,830	Dermatology	4,600 €**	2,700 €**	5,600 €**	9,000 €**	14,900 €**
	Congress Special Neurology (DGN) 	12,000	Neurology	4,900 €**	2,900 €**	5,900 €**	11,700 €**	18,400 €**
	Congress Special Oncology (ASCO, ESMO) 	8,700	Oncology	5,300 €**	3,200 €**	6,300 €**	13,200 €**	20,900 €**

## CROSS MEDIA PORTFOLIO:

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

PRINT



### AD PRINT SUPPLEMENT

Place your advertisement in a selected field and within a target-specific environment. The supplement will be inserted into Deutsches Ärzteblatt.

Details at:

[PRINT | SUPPLEMENT PERSPECTIVES](#)



### THEMATIC SERIES PERSPECTIVES

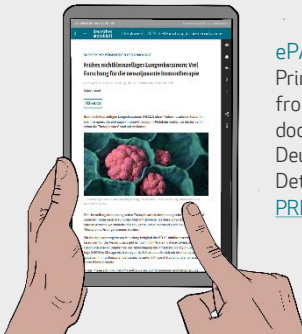
For scientific information dissemination in a target-specific environment, the format of the in-book special publication is suitable.

Details at:

[PRINT | CORPORATE MEDIA](#)



DIGITAL



### ePAPER PRINT SUPPLEMENT

Print content also available digitally: All content from the print supplement is also available to doctors in the ePaper at [aerzteblatt.de](http://aerzteblatt.de) and in Deutsches Ärzteblatt app.

Details at:

[PRINT | SUPPLEMENT PERSPECTIVES](#)



### NEWSLETTER PERSPECTIVES

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

Details at:

[DIGITAL | NEWSLETTER](#)





## TOPIC SERIES AKTUELL THERAPY/CONGRESS/CASE/PREVENTION/STUDY/ MANAGEMENT/DIGA\*

Compact & clear – your specialist topics in Deutsches Ärzteblatt.  
Realization time: approx. 1.5 months  
Scope as an insert: 2–12 pages  
Scope as a glue insert: 4–6 pages  
**Price GP allocation: from 25,400 €**  
**Price specialist allocation: from 11,800 €**



## TEACHING & PRACTICE\*

Your high quality and citable review work on different occasions. Involve your experts as editors and authors.  
Realization time: approx. 4–5 months  
Scope as an insert: 12–28 pages  
**Price GP allocation 12 pages: from 59,100 €**  
**Price specialist allocation 12 pages: from 25,200 €**



## PRACTICE POSTERS\*

Physician & patient communication in one publication. The inside section contains AICU specialist knowledge for the physician. On the back you will find the poster motif for addressing patients.  
Realization time: ca. 1.5 months  
Size unfolded: approx. A2  
**Price GP allocation: from 28,600 €**  
**Price specialist allocation: from 13,900 €**



## PATIENT INFO KOMPAKT

The patient booklet as a supplement in Deutsches Ärzteblatt. Interested physicians can order additional copies free of charge directly to their practice.  
Realization time: ca. 4–5 months  
Scope carrier medium: 4 pages  
Scope booklet: 12–20 pages  
**Price GP allocation: from 81,900 €**  
**Price specialist allocation: from 19,200 €**



## PERSPECTIVES: THEMATIC SERIES AKTUELL THERAPY/CONGRESS/CASE/PREVENTION/STUDY/ MANAGEMENT/DIGA\*

Compact & clear – your specialist topics in the specialist supplement PERSPECTIVES  
Realization time: ca. 1.5 months  
Size unfolded: approx. 2 pages  
Scope integrated in magazine: 4 pages  
**Price: from 9,000 €**

## Do you have questions about CORPORATE MEDIA?



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



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



\* Add digital components to your corporate media print products: online publication on [aerzteblatt.de](http://aerzteblatt.de), video interview, expert roundtable, webcast, etc. You will find information on this in the media data under: [>> DIGITAL](#) [>> CORPORATE EVENTS](#) [>> CORPORATE MEDIA](#)

## WHICH TARGET GROUP DO YOU WISH TO ADDRESS?

### SUBJECT

Expert group	Print run	Expert group	Print run
GP	64,950	Neurology	12,000
Anesthesiology	19,850	Oncology	8,700
Surgery	22,900	Ophthalmology	7,050
Dermatology	5,830	Orthopedics	16,000
Diabetology	8,100	Pediatrics	13,100
Gastroenterology	4,550	Pathology	1,150
Gynecology	16,900	Pneumology	3,150
ENT	5,550	Psychiatry & Child psychiatry	11,980
Cardiology	8,700	Radiology	9,300
Laboratory medicine	1,100	Rheumatology	1,550
Nephrology	2,550	Urology	5,900

### GP + SUBJECT

GP + Expert group	Print run	GP + Expert group	Print run
GP + Anesthesiology	84,800	GP + Oncology	68,900
GP + Surgery	87,850	GP + Ophthalmology	72,000
GP + Dermatology	70,780	GP + Orthopedics	80,950
GP + Diabetology	65,850	GP + Pediatrics	78,050
GP + Gastroenterology	67,600	GP + Pathology	66,100
GP + Gynecology	81,850	GP + Pneumology	66,500
GP + ENT	70,500	GP + Psychiatry & Child psychiatry	76,930
GP + Cardiology	70,200	GP + Radiology	74,250
GP + Laboratory medicine	66,050	GP + Rheumatology	65,600
GP + Nephrology	65,800	GP + Urology	70,850
GP + Neurology	76,950		

## CORPORATE MEDIA

TOPIC SERIES as an insert (GP and specialist selection)	TEACHING & PRACTICE (GP and specialist selection)	PRACTICE POSTERS (GP and specialist selection)	TOPIC SERIES as an attached insert (specialist selection)	TOPIC SERIES integrated into the booklet (Supplement Perspectives)
				
Scope: 2/4/6/8/12	Scope: 12/16/20/24/28	Scope: 2/4	Scope: 4/6	Scope: 2/4



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

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

## PRINT PUBLICATION

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

[PRINT | CORPORATE MEDIA](#)



## ONLINE PUBLICATION/ VIDEO CONTENT

Increased coverage through - publication on [www.aerzteblatt.de](http://www.aerzteblatt.de) - Detailed information on these products in the media data:

[DIGITAL | CORPORATE MEDIA](#)

## CORPORATE EVENTS

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

[DIGITAL | CORPORATE EVENT](#)



## INFOCENTER

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

[DIGITAL | SPONSORED CONTENT](#)

## BRIEF CHARACTERISTICS AERZTEBLATT.DE

With [aerzteblatt.de](https://www.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:



## 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](https://www.aerzteblatt.de) and in the  
newsletters.

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.

## Would you like a consultation or an offer for DIGITAL ADVERTISING FORMATS?

### Health



**Sarah Wagner**

Phone +49 (0) 2234 7011-254  
[s.wagner@aerzteverlag.de](mailto:s.wagner@aerzteverlag.de)

### Non-Health



**Mathias Vaupel**

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

## INFOCENTER

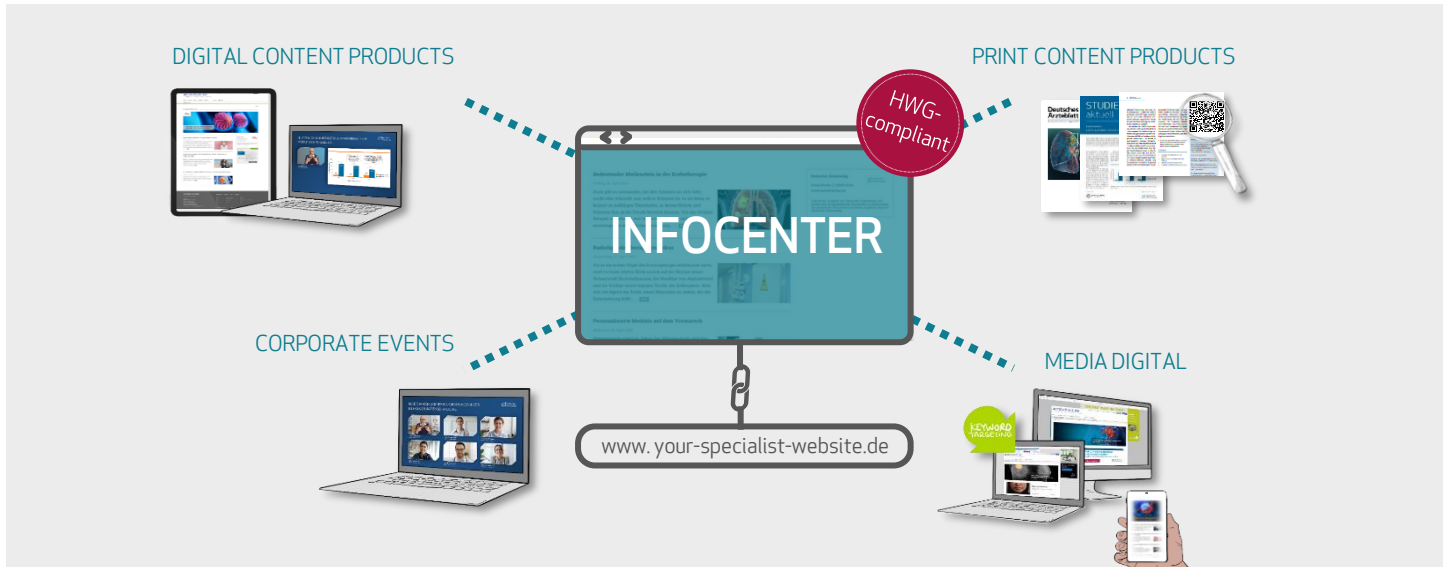
The Infocenter on aerzteblatt.de serves as a central point of contact for doctors on specific topics, products, indications or clinical pictures from the fields of RX and medical technology.

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

Do you have questions about our  
INFOCENTER?



**Andreas Kotte**  
Phone +49(0) 2234 7011-315  
kotte@aerzteverlag.de



## ADVERTORIAL MICROSITE

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

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

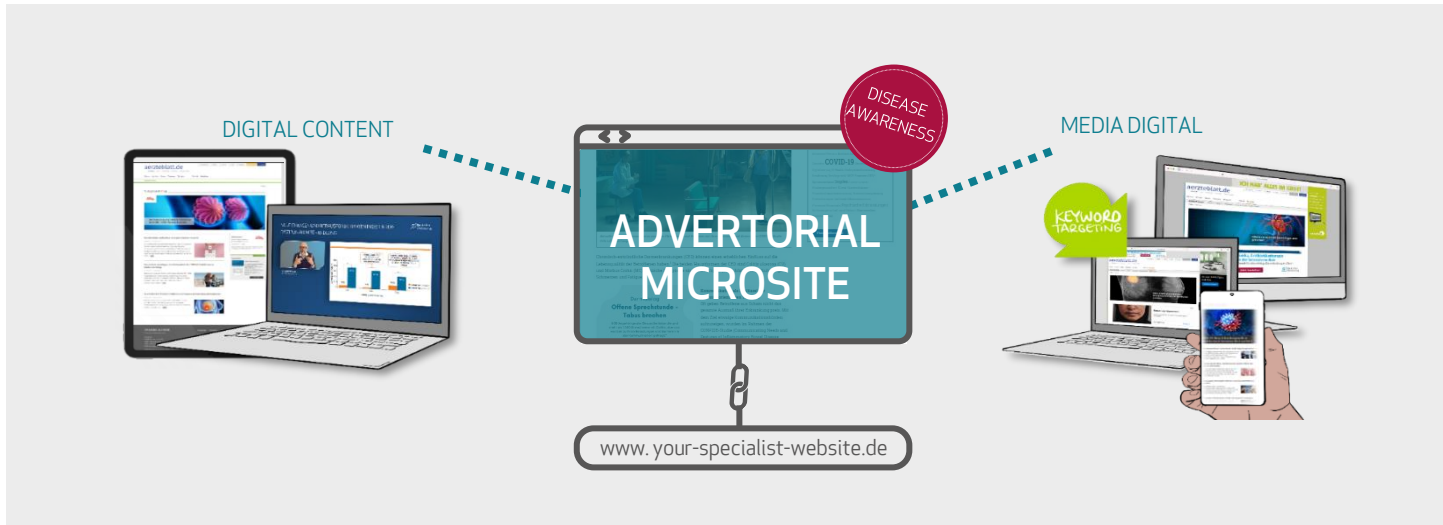
from 12,500 €

Do you have questions about our  
ADVERTORIAL MICROSITE?



Andreas Kotte

Phone +49(0) 2234 7011-315  
kotte@aerzteverlag.de





## WEBCAST

### INTENTION:

Knowledge transfer – by experts for experts



### GOAL:

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

### COMPONENTS:

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

from 10,000 €



## MEDIA +

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

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



## INTERVIEW

### INTENTION:

Short and compact information transfer



### GOAL:

Create and distribute information packages quickly and in compact form

### COMPONENTS:

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

from 3,700 €



**Sepsis-Versorgung mit Verbesserungsbedarf**

Berlin – Jeder Jahr sterben in Deutschland etwa 75.000 Menschen an einer Sepsis. Dürchen den Anrechnungszahlen der Krankenkassen sind den tatsächlichen Zahlen gibt es allerdings Unterschiede. Zudem führen sich Patienten mit einem... (mehr)

**TEILHAFT online**

**Typ-2-Diabetes: Individualisierung in der hausärztlichen Praxis**

Etwa 60-70% der Menschen mit Typ-2-Diabetes werden bereits in hausärztlicher Praxis versorgt. Doch ist Typ-2-Diabetes eher eine von vielen Erkrankungen auf die Hausärzte mit einer... (mehr)

**Medien**

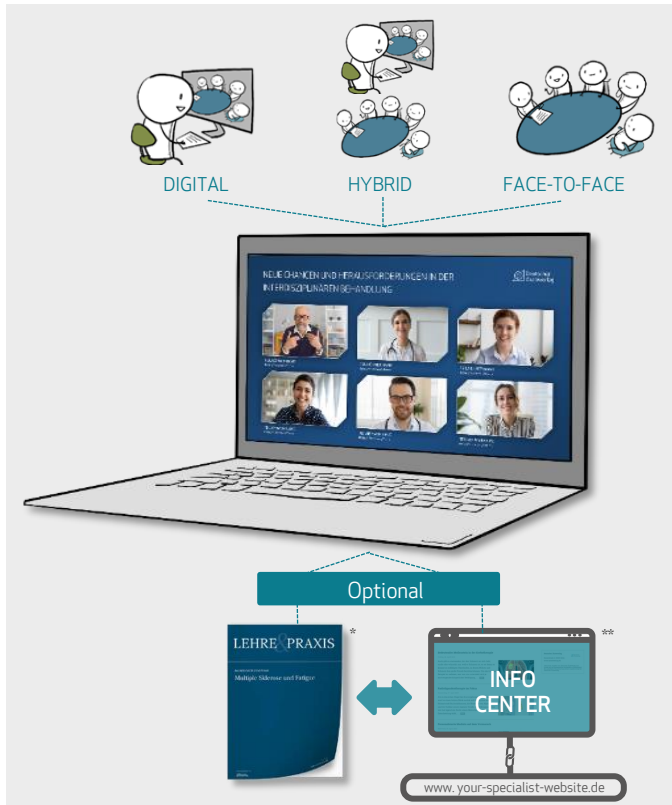
**Uterusfaktor-infertilität: US-Studie beschreibt Verfahren als realistische Option**

**MEDIA +**

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

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





\*optional: LEHRE & PRAXIS \*\*optional: InfoCenter

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

### INTENTION:

Exchange of knowledge among experts and consensus finding

### GOAL:

Development of recommendations for practicing physicians

### COMPONENTS:

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

from 17,000 €

## Do you have questions about our EXPERT ROUNDTABLE?



**Petra Paul**

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



**Andreas Kotte**

Phone +49 (0) 2234 7011-315  
kotte@aerzteverlag.de

**LIVE STREAM & ON-DEMAND**

**MODERATION**

**EXPERTISE**

**PRODUCTION**

## EXPERT FORUM DIGITAL

### INTENTION:

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



### GOAL:

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

### COMPONENTS:

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

from 25,100 €

Do you have questions about our **EXPERT ROUNDTABLE?**



**Petra Paul**







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paul@aerzteverlag.de



**Andreas Kotte**

Phone +49 (0) 2234 7011-315  
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DISPLAY ADVERTISING – CLOSED SECTION (HWG-COMPLIANT) – RUN OF SITE





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



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

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

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

Targeting		Options	CPM**
Contextual targeting*		General medicine, surgery, dermatology, diabetology, gastroenterology, gynecology, ENT, internal medicine, cardiology, laboratory medicine, nephrology, neurology, oncology, ophthalmology, orthopedics, pediatrics, pneumology, radiology, rheumatology, pain medicine, urology. Others on request.	180 €
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:



Do you have questions about our NEWSLETTERS?




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



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

## INTERDISCIPLINARY NEWSLETTERS

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Monday Bulletin	Each Monday	Each Monday				61,100	7,027 €
Deutsches Ärzteblatt Digital Issue	Publication date of Deutsches Ärzteblatt (print)	10.01.	18.04.	25.07.	31.10.	49,100	5,647 €
		24.01.	02.05.	08.08.	14.11.		
		07.02.	16.05.	22.08.	28.11.		
		21.02.	30.05.	05.09.	12.12.		
		07.03.	13.06.	19.09.	26.12.		
		21.03.	27.06.	03.10.			
		04.04.	11.07.	17.10.			
Daily news		Daily (Mon.-Fri.)				26,400	3,036 €
eHealth	Last Tuesday of the month	28.01.	29.04.	29.07.	28.10.	On request	On request
		25.02.	27.05.	26.08.	25.11.		
		25.03.	24.06.	30.09.			
Certified continuing medical education (CME)	1st Thursday of the month	02.01.	03.04.	03.07.	02.10.	31,500	3,623 €
		06.02.	02.05.	07.08.	06.11.		
		06.03.	05.06.	04.09.	04.12.		
Clinical snapshot	Last Wednesday of the month	29.01.	30.04.	30.07.	29.10.	13,000	1,495 €
		26.02.	28.05.	27.08.	26.11.		
		26.03.	25.06.	24.09.	19.12.		
Adipositas 	4th Friday of the month	24.01.	25.04.	25.07.	24.10.	26,400	3,036 €
		21.02.	23.05.	22.08.	28.11.		
		28.03.	27.06.	26.09.	29.12.		
Congress Special	To the designated congress	16.05. DGIM		28.07. IAS		26,400	3,036 €
Topic Special	Once	24.03. Pain/Palliative Days		18.07. Rare Diseases		26,400	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 €

## AICU

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**
Monday Bulletin   Specialty targeting AICU	Each Monday	Each Monday	4,500	1,485 €
Deutsches Ärzteblatt Digital issue   Specialty targeting AICU	Publication date of Deutsches Ärzteblatt (print)	Dates see slide 30	3,500	1,155 €

## GP

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**																												
Monday Bulletin   GP distributor	Each Monday	Each Monday	26,000	4,160 €																												
Deutsches Ärzteblatt Digital issue   Specialty targeting GP	Publication date of Deutsches Ärzteblatt (print)	<table border="1"> <tr> <td>10.01.</td> <td>18.04.</td> <td>25.07.</td> <td>31.10.</td> </tr> <tr> <td>24.01.</td> <td>02.05.</td> <td>08.08.</td> <td>14.11.</td> </tr> <tr> <td>07.02.</td> <td>16.05.</td> <td>22.08.</td> <td>28.11.</td> </tr> <tr> <td>21.02.</td> <td>30.05.</td> <td>05.09.</td> <td>12.12.</td> </tr> <tr> <td>07.03.</td> <td>13.06.</td> <td>19.09.</td> <td>26.12.</td> </tr> <tr> <td>21.03.</td> <td>27.06.</td> <td>03.10.</td> <td></td> </tr> <tr> <td>04.04.</td> <td>11.07.</td> <td>17.10.</td> <td></td> </tr> </table>	10.01.	18.04.	25.07.	31.10.	24.01.	02.05.	08.08.	14.11.	07.02.	16.05.	22.08.	28.11.	21.02.	30.05.	05.09.	12.12.	07.03.	13.06.	19.09.	26.12.	21.03.	27.06.	03.10.		04.04.	11.07.	17.10.		20,800	3,328 €
10.01.	18.04.	25.07.	31.10.																													
24.01.	02.05.	08.08.	14.11.																													
07.02.	16.05.	22.08.	28.11.																													
21.02.	30.05.	05.09.	12.12.																													
07.03.	13.06.	19.09.	26.12.																													
21.03.	27.06.	03.10.																														
04.04.	11.07.	17.10.																														
Daily news		Daily (Mon.-Fri.)	26,400	3,036 €																												

\* 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 €

## DERMATOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Dermatology	4th Thursday of the month	23.01. 27.02. 27.03.	24.04. 28.05. 26.06.	24.07. 28.08. 25.09.	23.10. 27.11. 22.12.	3,200	768 €
Perspectives of Dermatology	Publication date of the supplement	21.03.		31.10. EASD Special		3,200	768 €
Congress Special	To the designated congress	15.05.DDG 10.07.ICD		09.10.EASD		3,200	832 €
Main Topic	Once	14.09. World Neurodermitis Day				6,700	1,742 €
		30.10. Psoriasis & Psoriasis-Arthritis				5,100	1,326 €
Monday Bulletin   Specialty targeting Dermatology	Each Monday	Each Monday				800	575 €
Deutsches Arzteblatt Digital issue   Specialty targeting Dermatology	Publication date of Deutsches Arzteblatt (print)	<a href="#">Dates see slide 30</a>				650	575 €



## DIABETOLOGY<sup>o</sup>

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Diabetology	1st Saturday of the month	04.01. 01.02. 01.03.	05.04. 03.05. 21.06.	19.07. 02.08. 06.09.	01.11. 06.12.	9,000	2,160 €
Perspectives of Diabetology	Publication date of the supplement	27.06.				9,000	2,160 €
Congress Special	To the designated congress	07.06.DDG 05.07.ADA		04.10.EASD		9,000	2,340 €
Main Topic	Once	14.11. World Diabetes Day				9,000	2,340 €

\* 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 €



## GASTROENTEROLOGY

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**
Gastroenterology	3rd Monday of the month	20.01. 22.04. 21.07. 03.11. 17.02. 05.05. 18.08. 17.11. 17.03. 16.06. 15.09. 15.12.	4,800	1,152 €
Perspectives of Gastroenterology	Publication date of the supplement	04.04.	4,800	1,152 €
Congress Special	To the designated congress	03.03.ECCO 06.10.DGVS 02.06.DDW 20.10.UEG Week	4,800	1,248 €
Main Topic	Once	29.03.Colorectal Cancer Month	12,300	3,198 €
		19.05.CED	4,800	1,248 €

## GYNECOLOGY

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**
Gynecology	3rd Wednesday of the month	15.01. 16.04. 16.07. 15.10. 19.02. 14.05. 20.08. 19.11. 19.03. 18.06. 17.09. 17.12.	3,700	888 €
Perspectives of Gynecology	Publication date of the supplement	17.10.	3,700	888 €
Congress Special	To the designated congress	12.07.DGS	13,300	3,458 €
Main Topic	Once	24.05.Mammary carcinoma 25.10Breast Cancer Awareness Month	13,300	3,458 €
Monday Bulletin   Specialty targeting Gynecology	Each Monday	Each Monday	3,000	990 €
Deutsches Ärzteblatt Digital issue   Specialty targeting Gynecology	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 30</a>	2,300	759 €

\* 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 €

## ENT

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**
Monday Bulletin   Specialty targeting HNO	Each Monday	Each Monday	1.100	575 €
Deutsches Arzteblatt Digital issue   Specialty targeting HNO	Each Monday	Dates see slide 30	900	575 €

## IMMUNOLOGY

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**
Perspectives of Immunology	Publication date of the supplement	21.02.	49.100	5.647 €

## INFECTIOLOGY




Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Infektiology	2nd Friday of the month	10.01. 07.02. 14.03.	11.04. 09.05. 13.06.	11.07. 08.08. 12.09.	10.10. 07.11. 12.12.	On request	On request
Congress Special	To the designated congress	28.07. IAS				26.400	3.036 €
Main Topic	Once	01.12. World AIDS Day				26.400	3.036 €

\* 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 €

## CARDIOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Cardiology	2nd & 4th Wednesday of the month	08.01. 22.01. 12.02. 26.02. 12.03. 26.03.	09.04. 23.04. 21.05. 11.06. 25.06. 09.07.	13.08. 27.08. 24.09. 08.10. 22.10. 12.11.	26.11. 10.12. 23.12.	16,900	3,718 €
Perspectives of Cardiology	Publication date of the supplement	30.05.				16,900	3,718 €
Congress Special	To the designated congress	07.05. DGK		10.09. ESC		16,900	4,394 €
Main Topic 	Once	23.07. Cardiac insufficiency				16,900	4,394 €


## NEPHROLOGY

Newsletter	Publication schedule	Shipping dates		Subscribers*	Price**
Congress Special	To the designated congress	17.10. DGfN	21.11. Kidney Week	20,500	5,330 €
Main Topic	Once	28.02. Nephrology I	01.08. Nephrology II	20,500	5,330 €

\* 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 €

## NEUROLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Neurology	1st & 3rd Tuesday of the month	07.01.	01.04.	15.07.	21.10.	13,300	3,192 €
		21.01.	15.04.	05.08.	04.11.		
		04.02.	06.05.	19.08.	18.11.		
		18.02.	20.05.	02.09.			
		04.03.	03.06.	16.09.			
18.03.	17.06.	07.10.					
Perspectives of Neurology	Publication date of the supplement	08.08.		12.12. DGN Special		13,300	3,192 €
Congress Special	To the designated congress	29.04. AAN		02.12. DGN		13,300	3,458 €
		01.07. EAN		16.12. DGPPN		24,700	6,422 €
Main Topic	Once	10.02. Epilepsy Day 30.05. World MS Day		21.09. World Alzheimer's Day		13,300	3,458 €
Monday Bulletin   Specialty targeting Neurology und Psychiatrie	Each Monday	Each Monday				5,600	1,848 €
Deutsches Ärzteblatt Digital issue   Specialty targeting Neurology und Psychiatrie 	Publication date of Deutsches Ärzteblatt (print)	<u><a href="#">Dates see slide 30</a></u>				4,300	1,419 €

\* 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 €

## ONCOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Oncology	Each Saturday	04.01.	12.04.	26.07.	27.09.	10,000	2,400 €
		11.01.	19.04.	02.08.	04.10.		
		18.01.	03.05.	09.08.	11.10.		
		08.02.	10.05.	16.08.	18.10.		
		15.02.	17.05.	23.08.	22.11.		
		22.02.	07.06.	30.08.	13.12.		
		10.03.	28.06.	06.09.	30.12.		
		22.03.	05.07.	13.09.			
05.04.	19.07.	20.09.					
Perspectives of Oncology	Publication date of the supplement	07.02.	05.09.		10,000	2,400 €	
		16.05.	28.11. ESMO Special				
		11.07. ASCO Special					
Congress Special	To the designated congress	14.06. ASCO I	08.11. ESMO II		10,000	2,600 €	
		21.06. ASCO II	15.11. DGHO				
		01.11. ESMO I	20.12. ASH				
		12.07. DGS				13,300	3,458 €
Main Topic	Once	25.01. Hemato-Oncology I	28.05. World Blood Cancer Day		10,000	2,600 €	
		04.02. World Cancer Day	29.11. Hemato-Oncology II				
		01.03. Precision Oncology I	06.12. Precision Oncology II				
		26.04. Lung carcinoma					
		15.03. Prostate carcinoma					
29.03. Colorectal Cancer Month				12,300	3,198 €		
		24.05. Mammary carcinoma	25.10. Breast Cancer Awareness Month		13,300	3,458 €	

\* 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 €

## OPHTHALMOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Ophthalmology	1st Wednesday of the month	03.01. 05.02. 05.03.	02.04. 07.05. 04.06.	02.07. 06.08. 03.09.	01.10. 05.11. 03.12.	1,200	575 €
Monday Bulletin   Specialty targeting Ophthalmology	Each Monday	Each Monday				1,200	575 €
Deutsches Ärzteblatt Digital issue   Specialty targeting Ophthalmology	Publication date of Deutsches Ärzteblatt (print)	Dates see slide 30				1,000	575 €




## ORTHOPEDICS AND RHEUMATOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Rheumatology & Orthopedics	2nd Thursday of the month	09.01. 13.02. 13.03.	10.04. 09.05. 12.06.	10.07. 14.08. 11.09.	27.11. 11.12.	2,700	648 €
Congress Special	To the designated congress	26.06. EULAR 30.09. DGRH		13.11. ACR		26,400	6,864 €
Main Topic	Once	12.10. World Arthritis Day				26,400	6,864 €
		30.10. Psoriasis & Psoriasis-Arthritis				5,100	1,326 €
Monday Bulletin   Specialty targeting Orthopedics	Each Monday	Each Monday				2,300	759 €
Deutsches Ärzteblatt Digital issue   Specialty targeting Orthopedics	Publication date of Deutsches Ärzteblatt (print)	Dates see slide 30				1,800	594 €

\* 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 €

## PEDIATRICS

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Pediatrics	2nd Saturday of the month	11.01.	12.04.	12.07.	25.10.	5,000	1,200 €
		25.01.	26.04.	26.07.	08.11.		
		08.02.	10.05.	09.08.	22.11.		
		22.02.	24.05.	23.08.	13.12.		
		10.03.	14.06.	13.09.	30.12.		
		22.03.	28.06.	27.09.			
Perspectives of Pediatrics 	Publication date of the supplement	03.10.				5,000	1,200 €
Congress Special	To the designated congress	11.10. DGKJ				5,000	1,300 €
Main Topic 	Once	14.09. World Atopic Eczema Day				6,700	1,742 €
Monday Bulletin   Specialty targeting Pediatrics	Each Monday	Each Monday				2,600	858 €
Deutsches Arzteblatt Digital issue   Specialty targeting Pediatrics 	Publication date of Deutsches Arzteblatt (print)	Dates see slide 30				2,100	693 €

## PNEUMOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Pneumology	1st & rd Thursday of the month	02.01.	20.03.	03.07.	18.09.	11,400	2,736 €
		16.01.	03.04.	17.07.	02.10.		
		06.02.	15.05.	07.08.	04.12.		
		20.02.	30.05.	21.08.	18.12.		
		06.03.	05.06.	04.09.			
Perspectives of Pneumology	Publication date of the supplement	02.05.		22.08.		11,400	2,736 €
Congress Special	To the designated congress	24.04. DGP		16.10. ERS		11,400	2,964 €
		19.06. ASCO		06.11.ESMO			
Main Topic	Once	26.04. Lung carcinoma				16,100	4,186 €
		06.05. World Asthma Day		15.11. World COPD Day		11,400	2,964 €


\* 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 €


## PSYCHIATRY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Psychiatrie	1st Monday of the month	06.01. 03.02. 03.03.	07.04. 05.05. 02.06.	07.07. 04.08. 01.09.	06.10. 03.11. 01.12.	On request	On request
Congress Special	To the designated congress	16.12. DGPPN				24,700	6,422 €

## RADIOLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Monday Bulletin   Specialty targeting Radiology	Each Monday	Each Monday				1,500	575 €
Deutsches Ärzteblatt Digital issue   Specialty targeting Radiology 	Each Monday	Dates see slide 30				1,200	575 €

## UROLOGY

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Urology	2nd & 4th Tuesday of the month	14.01. 28.01. 11.02. 25.02. 11.03. 25.03.	08.04. 22.04. 13.05. 27.05. 10.06. 08.07.	22.07. 12.08. 26.08. 09.09. 23.09. 28.10.	25.11. 09.12. 23.12.	6,300	1,512 €
Congress Special	To the designated congress	24.06. ASCO 14.10. DGU		11.11. ESMO		6,300	1,638 €
Main Topic	Once	15.03. Prostate carzinoma				12,400	3,224 €
Monday Bulletin   Specialty targeting Urology	Each Monday	Each Monday				800	575 €
Deutsches Ärzteblatt Digital issue   Specialty targeting Urology 	Publication date of Deutsches Ärzteblatt (print)	Dates see slide 30				650	575 €

\* 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 – HWG-COMPLIANT CPC BOOKING



Performance-based booking in the newsletter Daily news:

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

### Packet options according to number of clicks:

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

Do you have questions about our NEWSLETTERS?



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## STANDALONE NEWSLETTER

Reach medical specialists precisely and exclusively with the standalone newsletter. We send customer-specific content to the desired target group in compliance with the HWG.

Target groups	Publication schedule	Subscribers*	Price
GP	Friday or Sunday	26,000	9,500 €
Dermatology	Friday or Sunday	3,200	3,500 €
Diabetology	Friday or Sunday	9,000	5,500 €
Gastroenterology	Friday or Sunday	4,800	4,500 €
Gynecology	Friday or Sunday	3,700	3,500 €
Cardiology	Friday or Sunday	16,900	5,800 €
Neurology	Friday or Sunday	13,300	5,800 €
Oncology	Friday or Sunday	10,000	6,500 €
Ophthalmology	Friday or Sunday	1,200	3,000 €
Pediatrics	Friday or Sunday	5,000	4,500 €
Pneumology	Friday or Sunday	11,400	5,800 €
Rheumatology and Orthopedics	Friday or Sunday	2,700	4,500 €
Urology	Friday or Sunday	6,300	5,500 €



Do you have questions about our standalone newsletters?



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## MEDICAL COMMUNICATION IN THE OPEN AREA

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.

Recommended for educational campaigns aimed specifically at patients.

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 €

\* Price per 1,000 subscribers

\* 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)

## Issues Deutsches Ärzteblatt 2025

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
	Jan	Feb		March		April		May			June		July		Aug		Sept		Oct		Nov		Dec				
Perspectives of Dermatology					X																						
Dermatology – Congress Special																					X						
Focus on Dermatology		X			X				X		X			X				X			X					X	
Perspectives of Diabetology													X														
Focus on Diabetology	X						X					X				X								X			
Perspectives of Gastroenterology							X																				
Focus on Gastroenterology					X								X								X					X	
Perspectives of Gynecology																						X					
Focus on Gynecology					X																X						
Focus on Hepatitis/HIV			X											X							X						X
Perspectives of Immunology				X																							
Focus on Immunology			X												X							X				X	
Perspectives of Cardiology											X																
Focus on Cardiology				X						X							X							X			
Perspectives of Neurology																X											
Neurology – Congress Special																										X	
Focus on Neurology		X			X					X		X			X				X			X			X		
Perspectives of Oncology			X							X									X								
Oncology – Congress Special														X											X		
Focus on Oncology	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X
Perspectives of Pediatrics																					X						
Focus on Pediatrics	X						X													X							
Perspectives of Pneumology				X				X									X										
Focus on Pneumology			X				X						X			X					X				X		
Focus on Rheumatology								X								X											
Focus on Urology							X													X							

Issue no.	Date of publication Print* & Newsletter*	Advertisement deadline at 10 a.m.	Focus topics Print* & Newsletter*			Supplement Perspectives
1	10.01.	23.12.2024	Oncology	Diabetes	Pediatrics	-
2	24.01.	14.01.2025	Oncology	Neurology	Dermatology	-
3	07.02.	28.01.2025	Oncology	Hepatitis / HIV	Immunology	Perspectives of Oncology I
4	21.02.	11.02.2025	Oncology	Pneumology	Cardiology	Perspectives of Immunology
5	07.03.	25.02.2025	Oncology	Dermatology	Gynecology	-
6	21.03.	11.03.2025	Oncology	Gastroenterology	Neurology	Perspectives of Dermatology
7	04.04.	25.03.2025	Oncology	Urology	Diabetes	Perspectives of Gastroenterology
8	18.04.	08.04.2025	Oncology	Pneumology	Pediatrics	
9	02.05.	22.04.2025	Oncology	Dermatology	Rheuma	Perspectives of Pneumology I
10	16.05.	06.05.2025	Oncology	Neurology	Cardiology	Perspectives of Oncology II
11	30.05.	20.05.2025	Oncology	Dermatology	-	Perspectives of Cardiology
12	13.06.	03.06.2025	Oncology	Neurology	Diabetes	-
13	27.06.	16.06.2025	Oncology	Pneumology	Gastroenterology	Perspectives of Diabetology

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

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

Issue no.	Date of publication Print* & Newsletter*	Advertisement deadline at 10 a.m.	Focus topics Print* & Newsletter*			Supplement Perspectives
14	11.07.	01.07.2025	Oncology	Hepatitis/HIV	Dermatology	ASCO Special
15	25.07.	15.07.2025	Oncology	Neurology	Immunology	-
16	08.08.	29.07.2025	Oncology	Pneumology	Rheuma	Perspectives of Neurology
17	22.08.	12.08.2025	Oncology	Cardiology	Diabetes	Perspectives of Pneumology II
18	05.09.	26.08.2025	Oncology	Dermatology	-	Perspectives of Oncology III
19	19.09.	09.09.2025	Pediatrics	Neurology	Urology	-
20	03.10.	23.09.2025	Gynecology	Gastroenterology	Pneumology	Perspectives of Pediatrics
21	17.10.	07.10.2025	Oncology	Hepatitis/HIV	Dermatology	Perspectives of Gynecology
22	31.10.	21.10.2025	Oncology	Neurology	Immunology	EASD Special
23	14.11.	04.11.2025	Oncology	Diabetes	Cardiology	-
24	28.11.	18.11.2025	Oncology	Neurology	Pneumology	ESMO Special
25	12.12.	02.12.2025	Gastroenterology	Immunology	-	DGN Special
26	26.12.	12.12.2025	Oncology	Dermatology	Hepatitis/HIV	-

\* 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).



DIGITAL  
ONLY



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