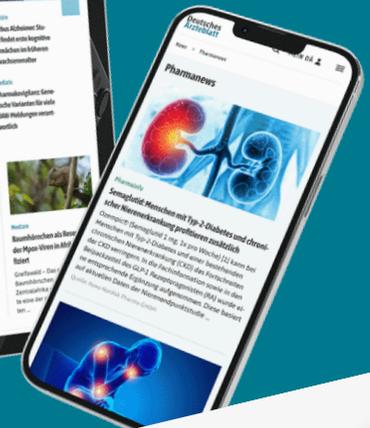
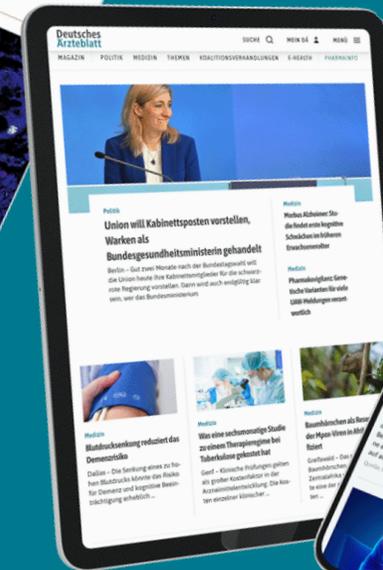


# 2026

# Media Information

## Deutsches Ärzteblatt

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



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**!** For ease of reading, we generally use the generic masculine form. Of course, this always refers to people of all genders.



### Consultation

Would you like a consultation or an offer?



**Celia Schlink | Health**

Phone +49 (0) 2234 7011-303  
[schlink@aerzteverlag.de](mailto:schlink@aerzteverlag.de)  
**Focus:** Cross-media campaigns



**Petra Schwarz | Health**

Phone +49 (0) 2234 7011-262  
[schwarz@aerzteverlag.de](mailto:schwarz@aerzteverlag.de)  
**Focus:** Print campaigns



**Mathias Vaupel | Non-Health**

Phone +49 (0) 2234 7011-308  
[vaupel@aerzteverlag.de](mailto:vaupel@aerzteverlag.de)  
**Focus:** Cross-media campaigns



**Sarah Wagner**

Phone +49 (0) 2234 7011-254  
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**Focus:** Digital campaigns



**David Schey**

Phone +49 (0) 2234 7011-322  
[schey@aerzteverlag.de](mailto:schey@aerzteverlag.de)  
**Focus:** Digital campaigns



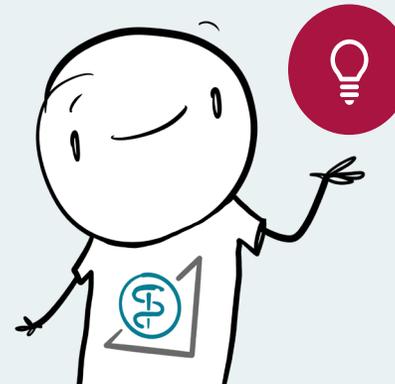
**Petra Paul**

Phone +49 (0) 2234 7011-239  
[paul@aerzteverlag.de](mailto:paul@aerzteverlag.de)  
**Focus:** Corporate Media



**Andreas Kotte**

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[kotte@aerzteverlag.de](mailto:kotte@aerzteverlag.de)  
**Focus:** New Business



### Booking

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



**Sigrid Rumrich | Print**

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



**Sabine Griep | Print**

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



**Francesco Todaro | Digital**

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

### Do you have editorial questions?

**Deutsches Ärzteblatt/aerzteblatt.de:**

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

**CME/Medical and scientific editorial team**

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

[You will find contacts for job and classified advertisements in the media data "ÄRZTESTELLEN" or on \[www.aerzteverlag.de\]\(http://www.aerzteverlag.de\)](#)



## 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 publishers
- 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.

## Web

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

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

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



## 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

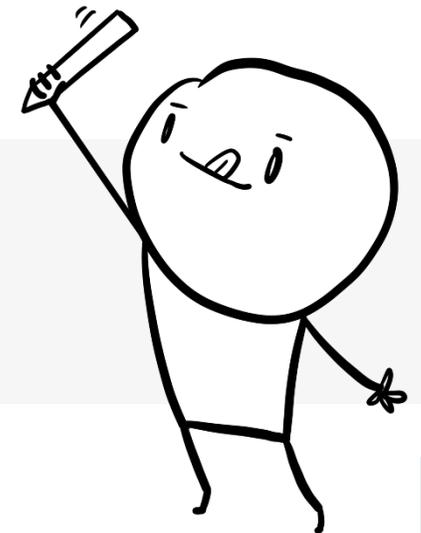
## Publisher

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

## Verlag

Deutscher Ärzteverlag GmbH | Dieselstraße 2 | 50859 Köln

P.O. Box 40 02 54 | 50832 Köln



### Volume

Volume 123, 2026

### Publication Frequency

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

### Format & 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  
PDF files that can be exposed for offset printing.

### Bookbinding Procedure

Perfect binding with head lay

### Seals of Quality



### Bank Details

#### Deutsche Apotheker- und Ärztebank Köln

Account no.: 0 101 107 410, BLZ 300 606 01  
IBAN DE28 3006 0601 0101 1074 10  
BIC DAAEDED

#### Postbank Köln

Account no.: 19 250 506, BLZ 370 100 50  
IBAN DE83 3701 0050 0019 2505 06  
BIC PBNKDEFF

### Terms of Payment

Payable net immediately upon receipt of invoice

### Agency Commission

10 % of customer's net

### Value Added Tax

The legal amount of value added  
tax is included in all prices.



Circulation Analysis

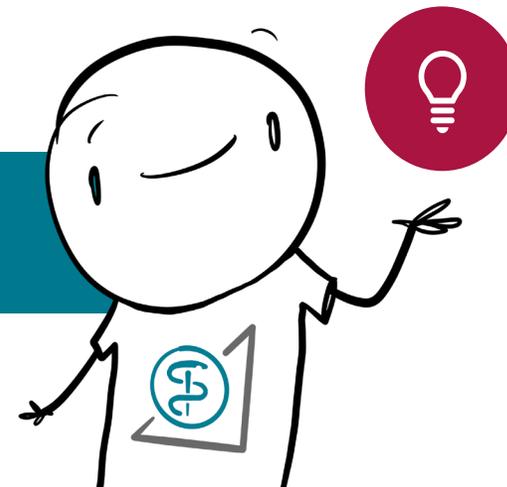


Average number of copies (2nd quarter 2025)	Practice allocation (A)	Clinic allocation (B)
Print run	152,461	195,716
Actually distributed issues (ADI)	151,768	195,549
Paid circulation	151,045	195,455
Circulation sent abroad	3	1
Subscribed copies	151,038	195,455
Member portion of circulation	150,785	195,372
Retail sales	-	-
Other sales	7	0
Free copies	723	94
Remaining and archive copies	694	167

Print run 2026		
Practice allocation (A) (outpatient)	Registered & employed physicians (outpatient)	143,350
GP allocation	General practitioners, internists, employed physicians (outpatient)	65,150
Clinic allocation (B) (clinical)	Clinicians	180,985
Practice/clinic allocation (AB)	Registered & employed doctors + hospital doctors	324,335
Complete allocation (ABC)	All employed physicians	346,085

Additional coverage:

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



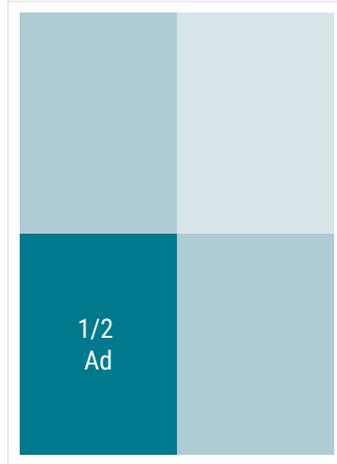
Interdisciplinary



1/1  
Ad

**Format 1/1**  
207 × 280 mm

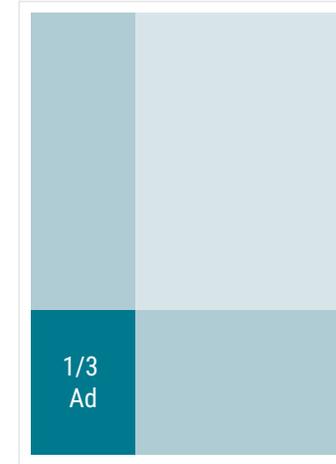
GP	13,100 €
Practice (A)	17,500 €
Clinic (B)	13,800 €
Combi (AB)	24,700 €



1/2  
Ad

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

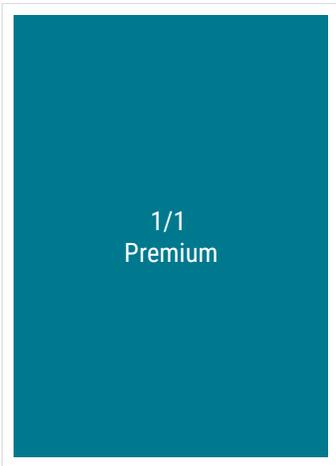
GP	7,100 €
Practice (A)	9,600 €
Clinic (B)	7,600 €
Combi (AB)	13,800 €



1/3  
Ad

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

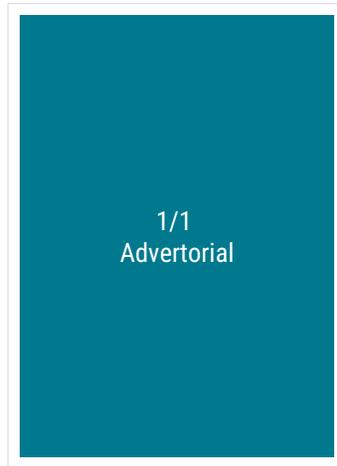
GP	4,800 €
Practice (A)	6,400 €
Clinic (B)	5,400 €
Combi (AB)	9,100 €



1/1  
Premium

**Premium placements:**  
1. right ad page  
**Focus on**

Practice (A)	19,000 €
Clinic (B)	14,700 €
Combi (AB)	26,500 €



1/1  
Advertorial

**Advertorial ad**

GP	14,200 €
Practice (A)	19,000 €
Clinic (B)	14,700 €
Combi (AB)	26,500 €



1/1  
Cover

**Cover pages**

Circulation specific prices  
[see page 9](#)



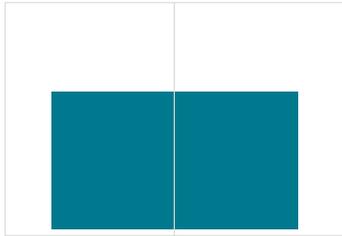
Specialist advertisements for inside pages & cover can be found [here](#).



Interdisciplinary

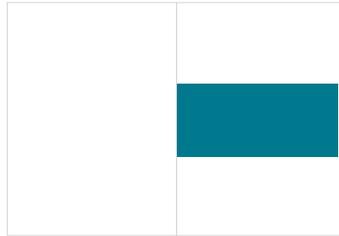


**Tunnel ad**  
278 × 148 mm



GP	14,200 €
Practice (A)	19,200 €
Clinic (B)	15,300 €
Combi (AB)	27,000 €

**Flaglet ad**  
207 × 102 mm



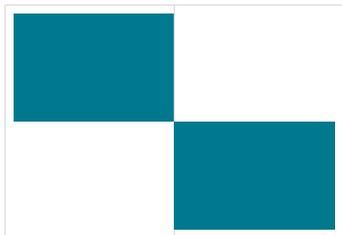
GP	7,100 €
Practice (A)	9,600 €
Clinic (B)	7,600 €
Combi (AB)	13,800 €

**Shaft ad**  
278 × 148 mm



GP	8,000 €
Practice (A)	10,600 €
Clinic (B)	8,600 €
Combi (AB)	15,200 €

**Chessboard ad**  
207 × 142 mm



GP	14,200 €
Practice (A)	19,200 €
Clinic (B)	15,300 €
Combi (AB)	27,700 €

**L ad**  
Left: 207 × 102 mm/Right: 207 × 280 mm



GP	20,300 €
Practice (A)	27,100 €
Clinic (B)	21,500 €
Combi (AB)	38,800 €



Specialist advertisements for inside pages & cover can be found [here](#).



Specialist



**Programmatic Print**

You provide the content – we offer the capability for programmatic distribution to selected professional target groups. The following formats are available to you:

Specialist ad inside pages



Specialist ad cover pages



Specialist field	Print run*	Cover page 1/1	Inside page 1/1
Dermatology	6,400	8,300 €	6,300 €
Diabetology	9,300	9,500 €	6,800 €
Gastroenterology	5,300	9,500 €	6,300 €
Gynecology	16,250	9,500 €	6,300 €
ENT	5,350	8,300 €	5,500 €
Cardiology	9,850	9,500 €	6,100 €
Nephrology	2,800	7,500 €	5,100 €
Neurology	11,400	9,500 €	6,800 €
Oncology	8,550	9,500 €	6,800 €
Ophthalmology	7,350	8,300 €	5,500 €
Pediatrics	13,120	8,300 €	5,900 €
Pneumology	3,450	7,500 €	5,700 €
Psychiatry & Child psychiatry	14,950	8,300 €	5,500 €
Radiology	9,300	8,300 €	5,100 €
Rheumatology	1,750	7,500 €	5,300 €
Urology	5,850	7,500 €	5,100 €

Main edition	Print run*	Cover page 1/1
Practice allocation (A), main edition	112,580	18,300 €
Clinic allocation (B), main edition	154,935	13,800 €
Combi allocation (AB), main edition	267,515	21,300 €



GP and interdisciplinary advertisements in the inside section can be found [here](#).

**Do you have questions about Programmatic Print?**



**Celia Schlink**

Phone +49 (0) 2234 7011-303  
[schlink@aerzteverlag.de](mailto:schlink@aerzteverlag.de)



**Petra Schwarz**

Phone +49 (0) 2234 7011-262  
[schwarz@aerzteverlag.de](mailto:schwarz@aerzteverlag.de)



### Discounts: Interdisciplinary Ads

#### Frequency discount for inside page advertisements\*. Publications of uniform size of at least:

3 ×	1/1 ad page	2 %
6 ×	1/1 ad page	3 %
12 ×	1/1 ad page	5 %
25 ×	1/1 ad page	10 %
40 ×	1/1 ad page	15 %
50 ×	1/1 ad page	20 %

\* Exclusively for the GP target group and the entire A or B print run, no specialist communication, frequency discounts cannot be combined.

### 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.

### Discounts: Specialist Ads Inside Pages

#### Frequency discount for inside page advertisements\*\* per subject area and fiscal year

3 ×	1/1 ad page	3 %
6 ×	1/1 ad page	5 %
12 ×	1/1 ad page	8 %
25 ×	1/1 ad page	10 %

\*\* Exclusively for advertisements in specialist medical groups on the inside pages; does not apply to the cover page; frequency discounts cannot be combined; does not apply to supplements.



Rates	up to 20 g*	up to 30 g*	up to 40 g*	up to 50 g*
<b>30,000 to 65,000 Ex.</b>	252 €	257 €	263 €	266 €
<b>up to 80,000 Ex.</b>	228 €	233 €	237 €	240 €
<b>up to 125,000 Ex.</b>	203 €	206 €	210 €	215 €
<b>up to 175,000 Ex.</b>	190 €	195 €	200 €	203 €
<b>up to 350,000 Ex.</b>	177 €	182 €	186 €	190 €
<b>Postcard, glued on**</b>	72 €	–	–	–

\* Price per thousand; price for the manufacture of inserts by the publisher on request  
 \*\* Only in conjunction with a 1/1 ad page

### Examples of Allocation for Inserts up to 20 g:

#### Target group „Entscheider – Ambulant tätige Ärzte“:

Print run 112,580 copies, total price: 22,835 €

#### Target group „Entscheider – Niedergelassene Ärzte/Praxisinhaber“

Print run 70,160 copies, total price: 15,996 €

#### Target group „Entscheider – Allgemeinärzte/Internisten“

Print run 56,600 copies, total price: 14,263 €

#### Target group „Entscheider – Ärztinnen deutschlandweit“ | selection „weiblich“

Print run 127,365 copies, total price: 24,199 €

#### Target group „Entscheider – Chef- u. Oberärzte“

Print run 35,120 copies, total price: 8,850 €

### Information on Inserts

- Required circulation to allocate the respective main edition
- Practice allocation (A): Main edition 112,580 copies
- Clinic allocation (B): Main edition 154,935 copies
- Complete allocation (ABC): Main edition 312,295 copies
- Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
- Inserts are not discounted and 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.

### Size

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

Minimum size: 105 × 140 mm

### Glued-on Product Samples

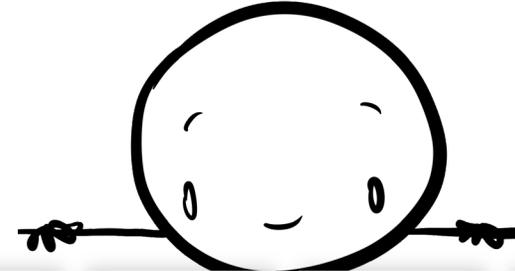
Rates on request upon submission of a final sample



### Brief Description

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

The „Perspektiven“ are made available to the respective specialist group and enclosed with Deutsches Ärzteblatt. In addition, they are made available to all physicians in digital form at [www.aerzteblatt.de/perspektiven](http://www.aerzteblatt.de/perspektiven).



### Specialist Field



### Congress



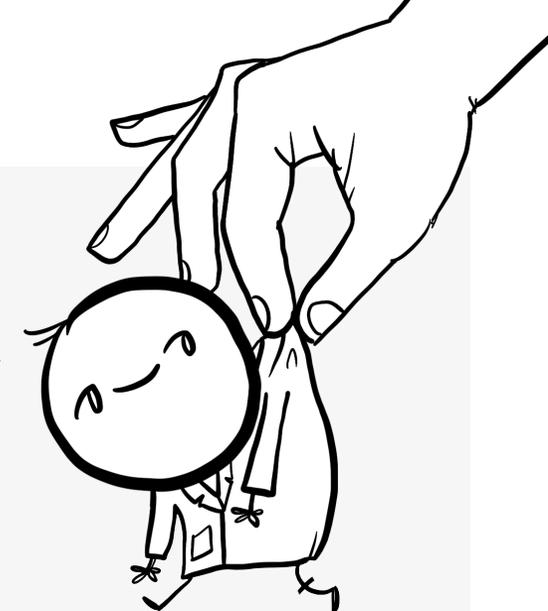
### Special Publications

Place **special publications** in the "Perspektiven" now:

[Print](#) | [Corporate Media](#)



Perspektiven	PD/AD*	PD/AD*	PD/AD*
 Dermatology	20.03.2026/25.02.2026	-	-
 Congress Special Dermatology	EADV/30.10.2026/ 07.10.2026	-	-
 Diabetology	26.06.2026/20.05.2026	-	-
 Gastroenterology	03.04.2026/11.03.2026	-	-
 Gynecology	16.10.2026/23.09.2026	-	-
 Immunology	20.02.2026/28.01.2026	-	-
 Cardiology	29.05.2026/30.04.2026	-	-
 Neurology	07.08.2026/15.07.2026	-	-
 Congress Special Neurology	DGN/11.12.2026/ 18.11.2026	-	-
 Oncology	06.02.2026/14.01.2026	04.09.2026/12.08.2026	-
 Congress Special Oncology	DKK/15.05.2026/ 20.04.2026	ASCO/10.07.2026/ 17.06.2026	ESMO/27.11.2026/ 04.11.2026
 Pediatrics	02.10.2026/09.09.2026	-	-
 Pneumology	01.05.2026/07.04.2026	21.08.2026/29.07.2026	-



### Special Publications

Place **special publications** in the "Perspektiven" now!

You can find details under: [Print | Corporate Media](#)

### Do you have questions about the Supplement Perspektiven?



**Celia Schlink**

Phone +49 (0) 2234 7011-303  
[schlink@aerzteverlag.de](mailto:schlink@aerzteverlag.de)



**Petra Schwarz**

Phone +49 (0) 2234 7011-262  
[schwarz@aerzteverlag.de](mailto:schwarz@aerzteverlag.de)



Supplement	Print run	Target group	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
<b>"Perspektiven ..."</b>							
 <b>Dermatology</b>	6,400	Dermatology	4,800 €	2,800 €	5,900 €	9,500 €	15,600 €
 <b>Diabetology</b>	8,200	Diabetology	4,900 €	2,900 €	6,000 €	13,900 €	21,800 €
 <b>Gastroenterology</b>	5,300	Gastroenterology	4,700 €	2,800 €	5,700 €	12,500 €	19,500 €
 <b>Gynecology</b>	16,250	Gynecology	5,100 €	3,000 €	6,200 €	13,400 €	20,700 €
 <b>Immunology</b>	23,100	Gastro, Rheumatism, Dermatology	5,400 €	3,400 €	6,500 €	12,700 €	21,800 €
 <b>Cardiology</b>	9,850	Cardiology	4,900 €	2,900 €	6,000 €	13,100 €	20,800 €
 <b>Neurology</b>	11,400	Neurology	5,100 €	3,000 €	6,200 €	12,300 €	19,300 €
 <b>Oncology</b>	8,550	Oncology	5,600 €	3,400 €	6,600 €	13,900 €	21,900 €
 <b>Pediatrics</b>	13,100	Pediatrics	4,900 €	2,900 €	6,000 €	13,900 €	21,800 €
 <b>Pneumology</b>	3,450	Pneumology	4,500 €	2,700 €	5,400 €	12,700 €	21,800 €
<b>Congress Special</b>							
 <b>Congress Special Dermatology (EADV)</b>	6,400	Dermatology	4,800 €**	2,800 €**	5,900 €**	9,500 €**	15,600 €**
 <b>Congress Special Neurology (DGN)</b>	11,400	Neurology	5,100 €**	3,000 €**	6,200 €**	12,300 €**	19,300 €**
 <b>Congress Special Oncology (ASCO, ESMO)</b>	8,550	Oncology	5,600 €**	3,400 €**	6,600 €**	13,900 €**	21,900 €**



**Cross Media Portfolio**

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



**Ads Print Supplement**

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

[Detailed information on page 14](#)



**Thematic Series "Perspektiven"**

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

[Detailed information starting on page 45](#)



Print

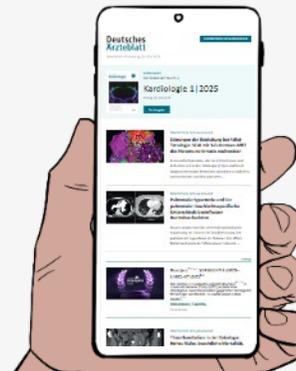


**ePaper Print Supplement**

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

[Detailed information on page 12](#)

Digital



**Newsletter "Perspektiven"**

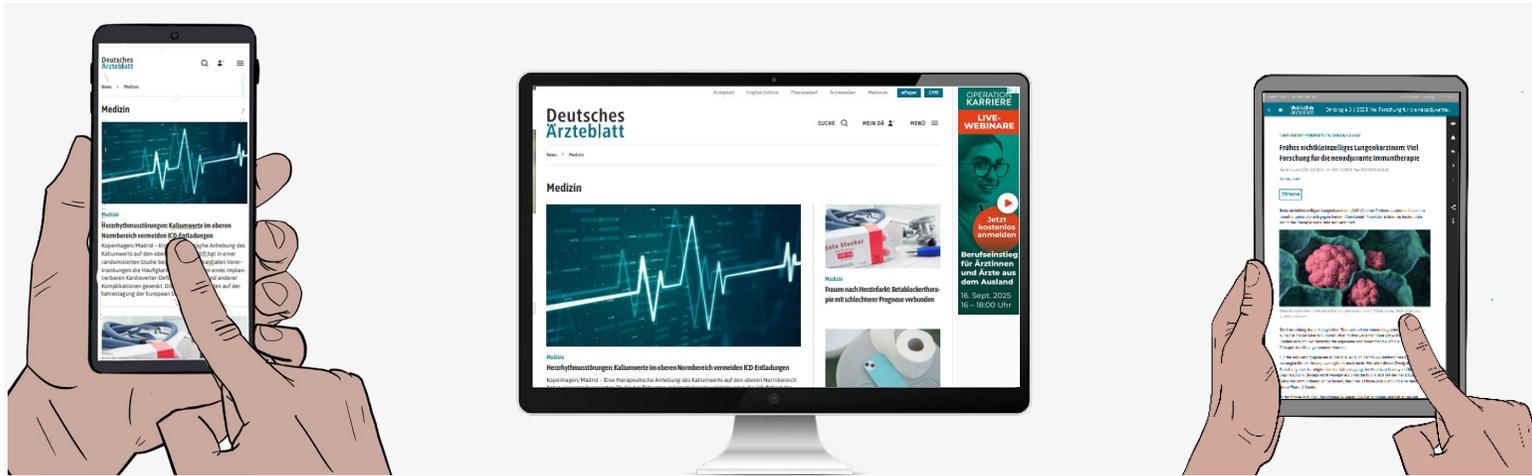
Place your advertising banners in the **"Perspektiven"** newsletter and combine print with digital coverage.

[Detailed information starting on page 45](#)



**Brief Characteristics aerzteblatt.de**

With **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:



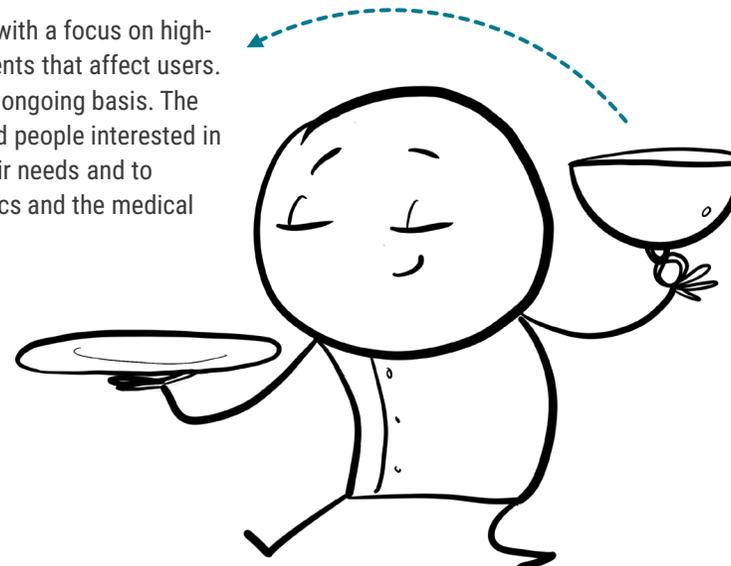
**Access aerzteblatt.de\***

9.05 million page impressions  
5.10 million 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.

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?**



**Sarah Wagner | Health**

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



**Mathias Vaupel | Non-Health**

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



### Info Center

The Info Center 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.

from  
38,500 €

- 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

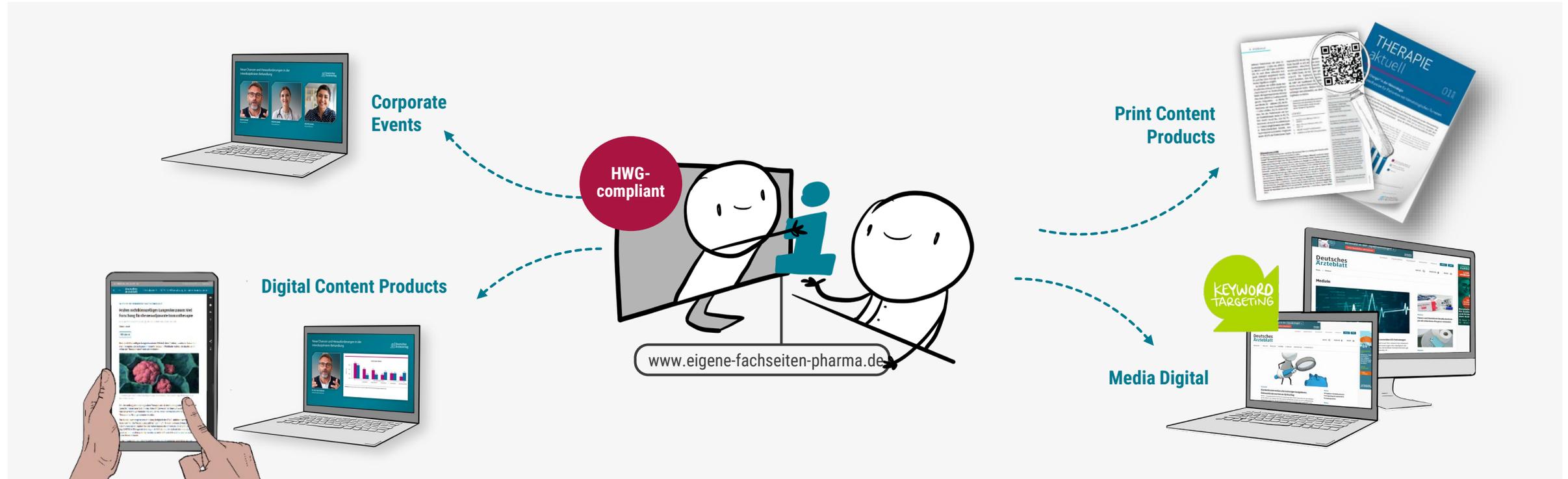
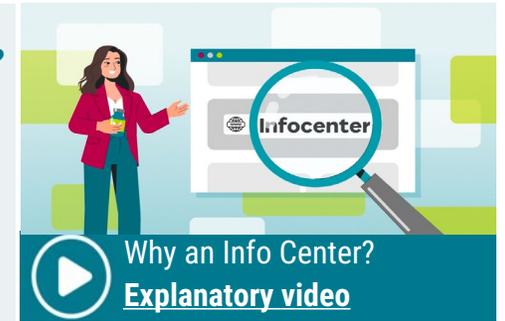
Do you have questions about our Info Center?



Sarah Wagner

Phone +49 (0) 2234 7011-254

[s.wagner@aerzteverlag.de](mailto:s.wagner@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.

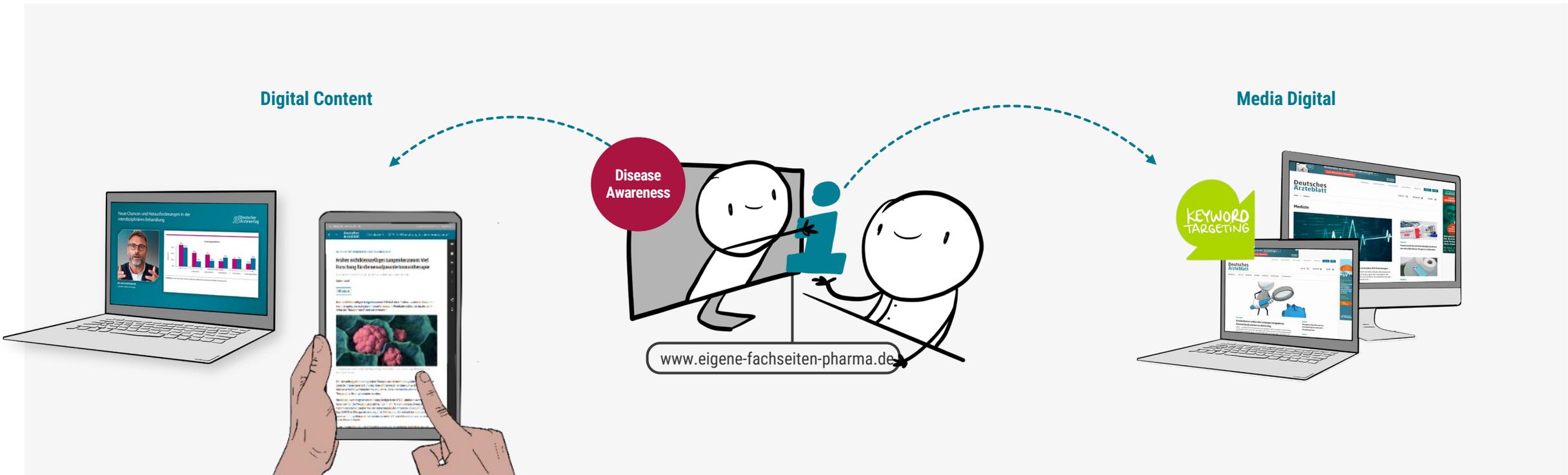
from  
15,500 €

- 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:** 500,000 ad impressions, 2 x placement in the newsletter "Tagesaktuelle Nachrichten"
- Runtime:** From 1 month

Do you have questions about our Advertorial Microsite?



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



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 €

\* 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.

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



Do you have questions about Display Advertising?



**Sarah Wagner**

Phone +49 (0) 2234 7011-254  
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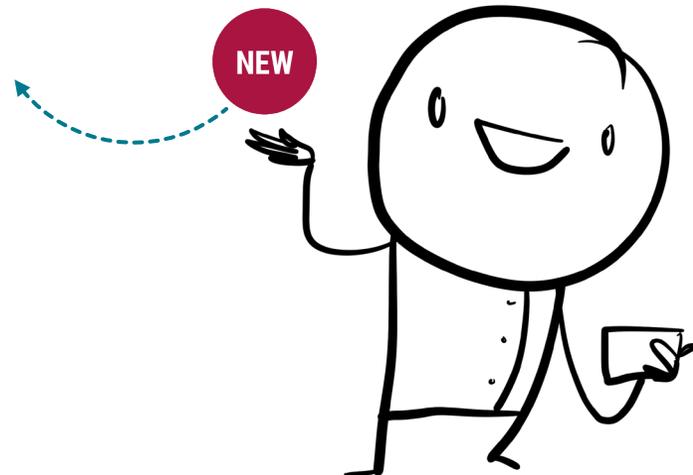
**David Schey**

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



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	195 €
Special field targeting*		General medicine, internal medicine (general)	275 €
		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	330 €
Focus targeting*		Special field targeting with context-dependent display	490 €



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

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



Display Ads – Private Marketplace Deals

Private Marketplace Deals provide access to exclusive, programmatic booking options. Google’s Supply-Side Platform (SSP) is used, which is accessible to almost all Demand-Side Platforms (DSPs). **The following common deal formats are available:**



The Advantages of Programmatic Advertising:

- High flexibility – short-term campaign planning and management
- Targeting options – target group-specific modulation based on first-party data
- Delivery equivalent to that of IO campaigns

Would you like a consultation or an offer?



Björn Zeese

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### Newsletter Portfolio

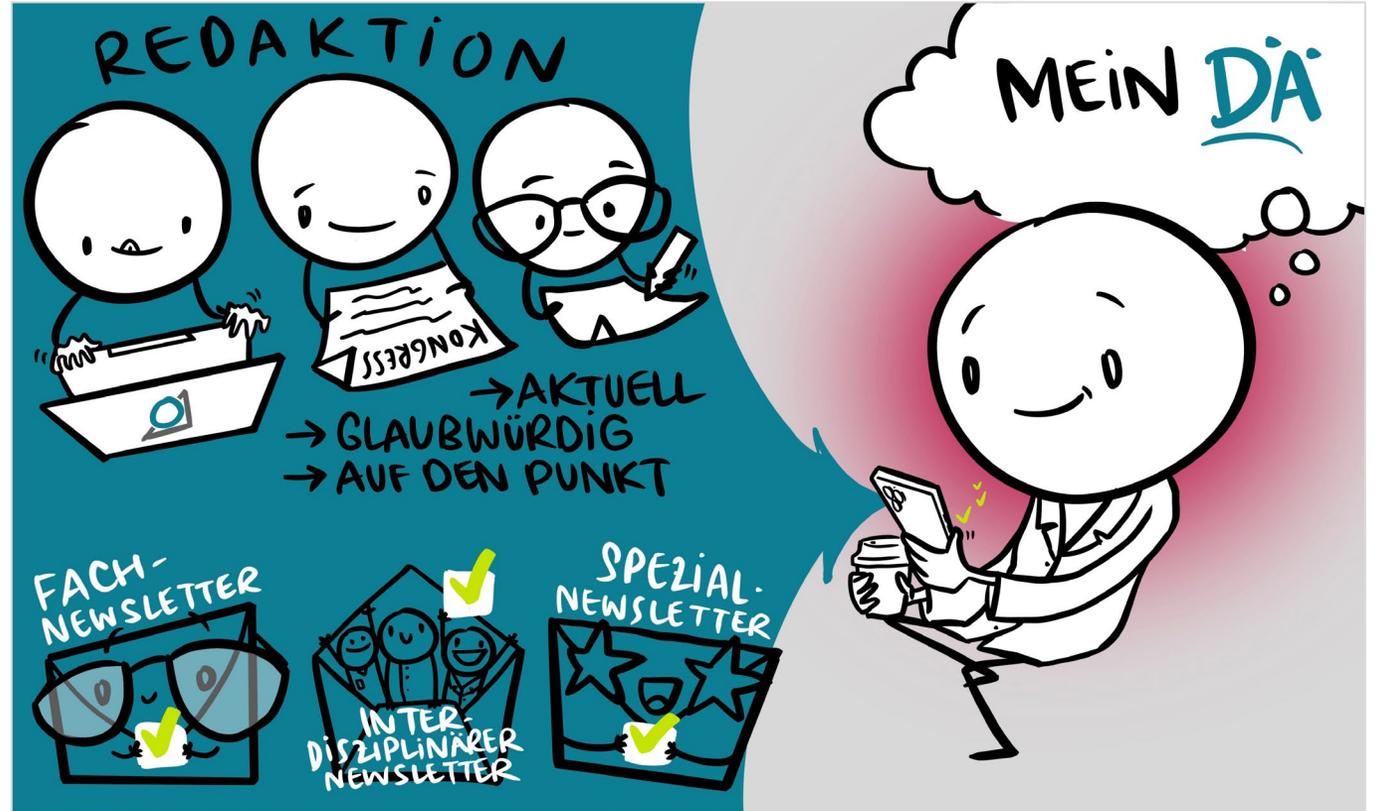
The newsletter portfolio of **Deutsches Ärzteblatt** offers you versatile and targeted communication options.

With editorial focus ranging from politics to medicine, we specifically address the interests of (specialist) physicians. Your product messages can either be distributed broadly to **all physicians or targeted at specific target and interest groups**. Our special newsletters also enable content-focused distribution in the context of congress reports or specific clinical pictures.



#### What are the Advantages of Newsletter Advertising?

- Brand strength – established brand with a reputable, medical-scientific environment
- Strong reader loyalty thanks to topicality and professional relevance
- Wide range with numerous combination options
- Responsive design
- Measurable results based on tracking and clear KPIs



#### Do you have questions about our newsletters?



**Sarah Wagner**

Phone +49 (0) 2234 7011-254  
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**David Schey**

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Interdisciplinary Newsletters I

Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
<b>Monday Bulletin</b>	Each Monday	05.01.	09.03.	11.05.	13.07.	14.09.	16.11.	66,500	8,645 €
		12.01.	16.03.	18.05.	20.07.	21.09.	23.11.		
		19.01.	23.03.	25.05.	27.07.	28.09.	30.11.		
		26.01.	30.03.	01.06.	03.08.	05.10.	07.12.		
		02.02.	06.04.	08.06.	10.08.	12.10.	14.12.		
		09.02.	13.04.	15.06.	17.08.	19.10.	21.12.		
		16.02.	20.04.	22.06.	24.08.	26.10.	28.12.		
		23.02.	27.04.	29.06.	31.08.	02.11.			
		02.03.	04.05.	06.07.	07.09.	09.11.			
<b>Deutsches Ärzteblatt Digital Issue</b>	Publication date of Deutsches Ärzteblatt (print)	09.01.	20.03.	29.05.	07.08.	16.10.	25.12.	54,000	7,020 €
		23.01.	03.04.	12.06.	21.08.	30.10.			
		06.02.	17.04.	26.06.	04.09.	13.11.			
		20.02.	01.05.	10.07.	18.09.	27.11.			
		06.03.	15.05.	24.07.	02.10.	11.12.			
<b>Daily news</b>	Daily	Monday to Friday						28,300	3,679 €



Interdisciplinary Newsletters II

Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
eHealth	Last Tuesday of the month	27.01.	31.03.	26.05.	28.07.	29.09.	24.11.	2,800	650 €
		24.02.	28.04.	30.06.	25.08.	27.10.	22.12.		
Certified continuing medical education (CME)	1st Thursday of the month	02.01.	05.03.	07.05.	02.07.	03.09.	05.11.	42,000	5,460 €
		05.02.	02.04.	05.06.	06.08.	01.10.	03.12.		
Clinical snapshot	Last Wednesday of the month	28.01.	25.03.	27.05.	29.07.	30.09.	25.11.	16,500	2,145 €
		25.02.	29.04.	24.06.	26.08.	28.10.	23.12.		
Adipositas	4th Friday of the month	23.01.	27.03.	22.05.	31.07.	25.09.	27.11.	28,300	3,679 €
		27.02.	24.04.	26.06.	28.08.	23.10.	28.12.		
Congress Special	To the designated congress	06.05. DGIM I						28,300	3,679 €
		21.05. DGIM II							
		10.11. Pain Congress							
Special Topics 	Once	28.02. Rare Diseases I			17.07. Rare Diseases II			28,300	3,679 €
		03.03. Vaccination I			19.08. Anesthesia, Pain and intensive care medicine II				
		08.03. International Women's Day			04.09. Vaccination III				
		30.03. Anesthesia, Pain and intensive care medicine I			04.12. Vaccination IV				
		02.06. Vaccination II							





AINS

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**
<b>Monday Bulletin   Specialty targeting AICU</b>	Each Monday	<a href="#">Dates see slide 26</a>	4,800	1,656 €
<b>Deutsches Ärzteblatt Digital Issue   Specialty targeting AICU</b>	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 26</a>	4,000	1,380 €
<b>Special Topics</b>	Once	30.03. Anesthesia, Pain and intensive care medicine I 	28,300	3,679 €
		19.08. Anesthesia, Pain and intensive care medicine II		
<b>Standalone Newsletter</b>	Weekly	Friday or Sunday 	4,800	4,000 €





Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
<b>Monday Bulletin   Specialty targeting GP</b>	Each Monday	05.01.	09.03.	11.05.	13.07.	14.09.	16.11.	28,000	4,900 €
		12.01.	16.03.	18.05.	20.07.	21.09.	23.11.		
		19.01.	23.03.	25.05.	27.07.	28.09.	30.11.		
		26.01.	30.03.	01.06.	03.08.	05.10.	07.12.		
		02.02.	06.04.	08.06.	10.08.	12.10.	14.12.		
		09.02.	13.04.	15.06.	17.08.	19.10.	21.12.		
		16.02.	20.04.	22.06.	24.08.	26.10.	28.12.		
		23.02.	27.04.	29.06.	31.08.	02.11.			
<b>Deutsches Ärzteblatt Digital Issue   Specialty targeting GP</b>	Publication date of Deutsches Ärzteblatt (print)	09.01.	20.03.	29.05.	07.08.	16.10.	25.12.	23,000	4,025 €
		23.01.	03.04.	12.06.	21.08.	30.10.			
		06.02.	17.04.	26.06.	04.09.	13.11.			
		20.02.	01.05.	10.07.	18.09.	27.11.			
		06.03.	15.05.	24.07.	02.10.	11.12.			
<b>Congress Special</b>	To the designated congress	06.05. DGIM I						28,300	3,679 €
		21.05. DGIM II							
<b>Special Topics</b> <span style="background-color: red; color: white; border-radius: 50%; padding: 2px 5px;">NEW</span>	Once	03.03. Vaccination I			04.09. Vaccination III			28,300	3,679 €
		02.06. Vaccination II			04.12. Vaccination IV				
<b>Standalone Newsletter</b>	Weekly	Friday or Sunday						26,800	10,500 €
<b>Daily news</b>	Daily	Monday to Friday						28,300	3,679 €



 Dermatology

Newsletter	Publication schedule	Shipping dates					Subscribers*	Price**
<b>Dermatology</b>	4th Thursday of the month	22.01.	26.03.	28.05.	27.08.	19.11.	4,800	1,224 €
		26.02.	23.04.	25.06.	24.09.	30.12.		
<b>Perspectives of Dermatology</b>	Publication date of the supplement	20.03.					4,800	1,224 €
		30.10. EADV Special						
<b>Congress Special</b>	To the designated congress	12.03. DDG					4,800	1,320 €
		09.07. WCD Special						
		08.10. EADV						
<b>Special Topics</b> 	Once	15.08. Dermatological Oncology					13,700	3,836 €
		14.09. World Atopic Eczema Day					9,500	2,613 €
		11.06. Psoriasis & Psoriatic Arthritis					7,800	2,145 €
		29.10. World Psoriasis Day						
<b>Monday Bulletin   Specialty targeting Dermatology</b>	Each Monday	<a href="#">Dates see slide 26</a>					950	650 €
<b>Deutsches Ärzteblatt Digital Issue   Specialty targeting Dermatology</b>	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 26</a>					750	650 €
<b>Standalone Newsletter</b>	Weekly	Friday or Sunday					4,600	4,000 €





Newsletter	Publication schedule	Shipping dates					Subscribers*	Price**
Diabetology	1st Saturday of the month	03.01.	04.04.	04.07.	02.10.	12.12	11,200	2,856 €
		07.02.	02.05.	01.08.	07.11.			
		07.03.	06.06.	05.09.	28.11.			
Perspectives of Diabetology	Publication date of the supplement	26.06.					11,200	2,856 €
Congress Special	To the designated congress	30.05. DDG					11,200	3,080 €
		20.06. ADA						
		17.10. EASD						
Special Topics	Once	14.11. World Diabetes Day					11,200	3,080 €
Daily news   Specialty targeting Internal medicine + Diabetology	Daily	Monday to Friday					3,000	1,035 €
Standalone Newsletter	Weekly	Friday or Sunday					11,000	6,900 €



 **Gastroenterology**

Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
<b>Gastroenterology</b>	1st and 3rd Monday of the month	05.01.	16.02.	20.04.	06.07.	17.08.	07.12.	6,800	1,734 €
		19.01.	16.03.	04.05.	20.07.	07.09.	21.12.		
		02.02.	07.04.	15.06.	03.08.	05.10.			
<b>Perspectives of Gastroenterology</b>	Publication date of the supplement	03.04.						6,800	1,734 €
<b>Congress Special</b>	To the designated congress	02.03. ECCO						6,800	1,870 €
		29.05. DDW I							
		03.06. DDW II							
		28.09. DGVS							
		26.10. UEG Week							
<b>Special Topics</b> <span style="background-color: #c00040; color: white; border-radius: 50%; padding: 2px 5px;">NEW</span>	Once	28.03. Colorectal Cancer Awareness Month						14,700	4,116 €
		19.05. World IBD Day						6,800	1,870 €
		30.11. IBD						6,800	1,870 €
		07.11. Digestive Health Day						6,800	1,870 €
<b>Daily news   Specialty targeting Internal medicine + Gastroenterology</b> <span style="background-color: #c00040; color: white; border-radius: 50%; padding: 2px 5px;">NEW</span>	Daily	Monday to Friday						3,200	1,104 €
<b>Standalone Newsletter</b>	Weekly	Friday or Sunday						6,900	5,500 €





Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
Gynecology	3rd Wednesday of the month	21.01.	18.03.	20.05.	15.07.	16.09.	18.11.	5,300	1,352 €
		18.02.	15.04.	17.06.	19.08.	21.10.	16.12.		
Perspectives of Gynecology	Publication date of the supplement	16.10.						5,300	1,352 €
Congress Special <b>NEW</b>	To the designated congress	04.07. DGS						14,200	3,976 €
		04.11. DGGG						5,300	1,458 €
Special Topics	Once	23.05. Breast cancer						14,200	3,976 €
		10.10. Breast Cancer Awareness Month							
Monday Bulletin   Specialty targeting Gynecology	Each Monday	<a href="#">Dates see slide 26</a>						3,100	1,070 €
Deutsches Ärzteblatt Digital Issue   Specialty targeting Gynecology	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 26</a>						2,500	863 €
Standalone Newsletter	Weekly	Friday or Sunday						4,700	4,000 €





ENT

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**
Monday Bulletin   Specialty targeting ENT	Each Monday	<a href="#">Dates see slide 26</a>	1,200	650 €
Deutsches Ärzteblatt Digital Issue   Specialty targeting ENT	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 26</a>	950	650 €
Standalone Newsletter <b>NEW</b>	Weekly	Friday or Sunday	1,200	2,500 €



Immunology

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**
Perspectives of Immunology	Publication date of the supplement	20.02.	54,000	7,020 €



Infectiology

Newsletter	Publication schedule	Shipping dates	Subscribers*	Price**
Infectiology	2nd Friday of the month	09.01.    13.03.    08.05.    10.07.    11.09.    13.11.	2,100	650 €
		13.02.    10.04.    12.06.    21.08.    09.10.    11.12.		
Congress Special	To the designated congress	07.08. IAS	2,100	650 €
Special Topics <b>NEW</b>	Once	01.12. World AIDS Day	2,100	650 €
		03.03. Vaccination I	28,300	3,679 €
		02.06. Vaccination II		
		04.09. Vaccination III		
		04.12. Vaccination IV		
Standalone Newsletter <b>NEW</b>	Weekly	Friday or Sunday	2,100	2,500 €



 **Cardiology**

Newsletter	Publication schedule	Shipping dates							Subscribers*	Price**
<b>Cardiology</b>	2nd and 4th Wednesday of the month	14.01.	25.02.	08.04.	10.06.	12.08.	14.10.	25.11.	18,200	4,641 €
		28.01.	11.03.	06.05.	24.06.	26.08.	28.10.	09.12.		
		11.02.	25.03.	27.05.	08.07.	23.09.	11.11.	23.12.		
<b>Perspectives of Cardiology</b>	Publication date of the supplement	29.05.							18,200	4,641 €
<b>Congress Special</b>	To the designated congress	22.04. DGK			16.09. ESC II				18,200	5,005 €
		09.09. ESC I								
<b>Special Topics</b> <span style="background-color: red; color: white; border-radius: 50%; padding: 2px 5px;">NEW</span>	Once	17.05. World Hypertension Day							18,200	5,005 €
		22.07. Cardiac insufficiency								
		29.09. World Heart Day								
<b>Daily news   Specialty targeting Internal medicine + Cardiology</b> <span style="background-color: red; color: white; border-radius: 50%; padding: 2px 5px;">NEW</span>	Daily	Monday to Friday							3,500	1,208 €
<b>Standalone Newsletter</b>	Weekly	Friday or Sunday							18,200	6,900 €

 **Nephrology**

Newsletter	Publication schedule	Shipping dates							Subscribers*	Price**
<b>Congress Special</b>	To the designated congress	06.11. DGfN							24,000	6,600 €
		20.11. Kidney Week								
<b>Special Topics</b>	Once	12.03. World Kidney Day							24,000	6,600 €
		20.05. Nephrology I								
		14.08. Nephrology II								
<b>Daily news   Specialty targeting Internal medicine + Nephrology</b> <span style="background-color: red; color: white; border-radius: 50%; padding: 2px 5px;">NEW</span>	Daily	Monday to Friday							3,100	1,070 €



 **Neurology**

Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
<b>Neurology</b>	1st and 3rd Tuesday of the week	06.01.	03.03.	05.05.	07.07.	01.09.	01.12.	15,600	3,978 €
		20.01.	17.03.	19.05.	24.07.	15.09.	15.12.		
		03.02.	07.04.	02.06.	04.08.	20.10.			
		17.02.	21.04.	16.06.	18.08.	03.11.			
<b>Perspectives of Neurology</b>	Publication date of the supplement	07.08.						15,600	3,978 €
		11.12. DGN Special							
<b>Congress Special</b>	To the designated congress	14.07. EAN						15,600	4,290 €
		17.11. DGN							
<b>Special Topics</b> <span style="background-color: red; color: white; border-radius: 50%; padding: 2px 5px;">NEW</span>	Once	30.05. World MS Day						15,600	4,290 €
		21.09. World Alzheimer's Day							
		04.10. European Depression Day						19,900	5,473 €
		10.10. World Mental Health Day							
<b>Monday Bulletin   Specialty targeting Neurology and Psychiatry</b>	Each Monday	<a href="#">Dates see slide 26</a>						6,500	2,243 €
<b>Deutsches Ärzteblatt Digital Issue   Specialty targeting Neurology and Psychiatry</b>	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 26</a>						5,100	1,760 €
<b>Standalone Newsletter</b>	Weekly	Friday or Sunday						15,500	6,900 €

 **Nuclear medicine and radiation therapy** NEW

Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
<b>Monday Bulletin   Specialty targeting Nuclear medicine and radiation therapy</b>	Each Monday	<a href="#">Dates see slide 26</a>						480	650 €
<b>Standalone Newsletter</b>	Weekly	Friday or Sunday						1,000	2,500 €





Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
<b>Oncology</b>	Each Saturday	03.01.	14.02.	09.05.	18.07.	05.09.	14.11.	11,000	2,860 €
		10.01.	28.02.	16.05.	25.07.	12.09.	21.11.		
		17.01.	21.03.	30.05.	01.08.	19.09.	05.12.		
		24.01.	04.04.	06.06.	08.08.	26.09.	29.12.		
		31.01.	18.04.	27.06.	22.08.	02.10.			
		07.02.	02.05.	11.07.	29.08.	17.10.			
<b>Perspectives of Oncology</b>	Publication date of the supplement	06.02.			04.09.			11,000	2,860 €
		15.05 DKK Special			27.11. ESMO Special				
		10.07. ASCO Special							
<b>Congress Special</b>	To the designated congress	07.03. DKK			31.10. ESMO I			11,000	3,080 €
		13.06. ASCO I			07.11. ESMO II				
		20.06. ASCO II			19.12. ASH				
		24.10. DGHO							
		04.07. DGS						14,200	3,976 €
<b>Special Topics</b>	Once	04.02. World Cancer Day			28.05. World Blood Cancer Day			11,000	3,080 €
		21.02. Hemato-Oncology I			28.11. Hemato-Oncology II				
		11.04. Precision oncology I			12.12. Precision oncology II				
		14.03. Prostate cancer						14,600	4,088 €
		28.03. Colorectal Cancer Awareness Month						14,700	4,116 €
		25.04. Lung cancer						18,200	5,096 €
		23.05. Breast cancer			10.10. Breast Cancer Awareness Month			14,200	3,976 €
		15.08. Dermatological Oncology						13,700	3,836 €
<b>Daily news   Specialty targeting Internal medicine + Hematology and Oncology</b>	Daily	Monday to Friday						3,100	1,070 €
<b>Standalone Newsletter</b>		Friday or Sunday							



 Ophthalmology

Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
Ophthalmology	1st Wednesday of the month	07.01.	04.03.	06.05.	01.07.	02.09.	04.11.	2,000	650 €
		04.02.	01.04.	03.06.	05.08.	07.10.	02.12.		
Monday Bulletin   Specialty targeting Ophthalmology	Each Monday	<a href="#">Dates see slide 26</a>						1,300	650 €
Deutsches Ärzteblatt Digital Issue   Specialty targeting Ophthalmology	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 26</a>						1,000	650 €
Standalone Newsletter	Weekly	Friday or Sunday						1,900	2,500 €

 Orthopaedics and Trauma surgery

NEW

Newsletter	Publication schedule	Shipping dates				Subscribers*	Price**
Orthopaedics and Trauma surgery	4 times a year	26.01.	27.04.	27.07.	26.10.	4,800	1,224 €
Monday Bulletin   Specialty targeting Orthopaedics und Unfallchirurgie	Each Monday	<a href="#">Dates see slide 26</a>				2,500	863 €
Deutsches Ärzteblatt Digital Issue   Specialty targeting Orthopaedics and Trauma surgery	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 26</a>				2,100	725 €
Standalone Newsletter	Weekly	Friday or Sunday				4,300	3,500 €





## Pediatrics

Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
Pediatrics	2nd and 4th Saturday of the month	10.01.	14.03.	09.05.	11.07.	12.09.	14.11.	6,800	1,734 €
		24.01.	28.03.	23.05.	25.07.	26.09.	28.11.		
		14.02.	11.04.	13.06.	08.08.	10.10.	05.12.		
		28.02.	25.04.	27.06.	22.08.	24.10.	29.12.		
Perspectives of Pediatrics	Publication date of the supplement	02.10.						6,800	1,734 €
Congress Special	To the designated congress	14.12. DGKJ						6,800	1,870 €
Special Topics	Once	14.09. World Atopic Eczema Day						9,500	2,613 €
Monday Bulletin   Specialty targeting Pediatrics	Each Monday	<a href="#">Dates see slide 26</a>						2,900	1,001 €
Deutsches Ärzteblatt Digital Issue   Specialty targeting Pediatrics	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 26</a>						2,400	828 €
Standalone Newsletter	Weekly	Friday or Sunday						6,500	5,500 €





Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
<b>Pneumology</b>	1st and 3rd Thursday of the month	02.01.	19.02.	21.05.	16.07.	03.09.	03.12.	12,400	3,162 €
		15.01.	05.03.	05.06.	06.08.	15.10.	17.12.		
		05.02.	16.04.	02.07.	20.08.	05.11.			
<b>Perspectives of Pneumology</b>	Publication date of the supplement	01.05.			21.08.			12,400	3,162 €
<b>Congress Special</b>	To the designated congress	19.03. DKK			25.11. ESMO			12,400	3,472 €
		19.06. ASCO							
		02.04. DGP			01.10. ERS			12,400	3,410 €
<b>Special Topics</b> <span style="background-color: #c00040; color: white; border-radius: 50%; padding: 2px 5px;">NEW</span>	Once	25.04. Lung cancer						18,200	5,096 €
		05.05. World Asthma Day			22.09. Respiratory infections			12,400	3,410 €
		18.11. World COPD Day							
<b>Daily news   Specialty targeting Internal medicine + Pneumology</b> <span style="background-color: #c00040; color: white; border-radius: 50%; padding: 2px 5px;">NEW</span>	Daily	Monday to Friday						3,100	1,070 €
<b>Standalone Newsletter</b>	Weekly	Friday or Sunday						12,400	6,900 €



 Psychiatry

Newsletter	Publication schedule	Shipping dates						Subscribers*	Price**
Psychiatry	1st Monday of the month	12.01.	09.03.	11.05.	13.07.	14.09.	09.11.	6,000	1,530 €
		09.02.	13.04.	08.06.	10.08.	19.10.	29.12.		
Congress Special <b>NEW</b>	To the designated congress	20.04. EPA						6,000	1,650 €
		08.12. DGPPN						21,600	5,940 €
Special Topics <b>NEW</b>	Once	04.10. European Depression Day			10.10. World Mental Health Day			19,900	5,473 €
Monday Bulletin   Specialty targeting Neurology and Psychiatry <b>NEW</b>	Each Monday	<a href="#">Dates see slide 26</a>						6,500	2,243 €
Deutsches Ärzteblatt Digital Issue   Specialty targeting Neurology und Psychiatry <b>NEW</b>	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 26</a>						5,100	1,760 €
Standalone Newsletter <b>NEW</b>	Weekly	Friday or Sunday						6,000	5,000 €
Deutsches Ärzteblatt Digital Issue PP   Psychological psychotherapists and child and adolescent psychotherapists	2nd Monday of the month	16.01.	13.03.	13.05.	13.07.	11.09.	11.11.	20,000	2,600 €
		13.02.	13.04.	12.06.	14.08.	09.10.	11.12.		







Urology

Newsletter	Publication schedule	Shipping dates							Subscribers*	Price**
Urology	2nd & 4th Tuesday of the month	13.01.	24.02.	14.04.	26.05.	28.07.	08.09.	24.11.	7,600	1,938 €
		27.01.	10.03.	28.04.	09.06.	11.08.	22.09.	08.12.		
		10.02.	24.03.	12.05.	14.07.	25.08.	27.10.	22.12.		
Congress Special	To the designated congress	23.06. ASCO			10.11. ESMO				7,600	2,128 €
		13.10. DGU							7,600	2,090 €
Special Topics	Once	14.03. Prostate cancer							14,600	4,088 €
Monday Bulletin   Specialty targeting Urology	Each Monday	<a href="#">Dates see slide 26</a>							860	650 €
Deutsches Ärzteblatt Digital Issue   Specialty targeting Urology	Publication date of Deutsches Ärzteblatt (print)	<a href="#">Dates see slide 26</a>							700	650 €
Standalone Newsletter	Weekly	Friday or Sunday							7,600	6,000 €





### 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 Klicks	200 Klicks	300 Klicks
Cost per click	45 €	40 €	38 €
Number of clicks	100	200	300
Packet price	4,500 €	8,000 €	11,400 €

#### Do you have questions about our newsletters?



**Sarah Wagner**

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



**David Schey**

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



### 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.

Shipping takes place on:



#### Do you have questions about our newsletters?



**Sarah Wagner**

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



**David Schey**

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

Target group	Subscribers	Price
GP	26,800	10,500 €
AINS	4,800	4,000 €
Dermatology	4,600	4,000 €
Diabetology	11,000	6,900 €
Gastroenterology	6,900	5,500 €
Gynecology	4,700	4,000 €
Cardiology	18,200	6,900 €
Neurology	15,500	6,900 €
Oncology	11,000	7,500 €
Ophthalmology	1,900	2,500 €
Pediatrics	6,500	5,500 €
Pneumology	12,400	6,900 €
Psychiatry	6,000	5,000 €
Rheumatology	4,300	3,500 €
Urology	7,600	6,000 €



### Patient and Awareness Campaigns

An increasing number of people in Germany are seeking information about medical topics online. Particularly information-savvy patients and their relatives use the digital services of Deutsches Ärzteblatt – especially its newsletters – as a trusted source of medically sound content. Recommended for awareness campaigns aimed specifically at patients.

Newsletter	Publication schedule	Subscribers*	Price**
Monday Bulletin	Each Monday	50,000	3,000 €
Digital Issue	Publication date of Deutsches Ärzteblatt (print)	27,500	1,650 €
Daily news	Daily (Mon–Fri)	35,000	2,100 €
Dermatology	4th Thursday of the month	7,000	650 €
Diabetology	1st Saturday of the month	15,000	1,125 €
Gastroenterology	1st and 3rd Monday of the month	9,000	675 €
Gynecology	3rd Wednesday of the month	7,500	650 €
Cardiology	2nd and 4th Wednesday of the month	21,000	1,575 €
Neurology	1st and 3rd Tuesday of the week	27,000	2,025 €
Oncology	Each Saturday	19,000	1,425 €
Pediatrics	2nd & 4th Saturday of the month	6,000	650 €
Pneumology	1st and 3rd Thursday of the month	15,500	1,163 €
Rheumatology	2nd & 4th Tuesday of the month	6,000	650 €
Urology	2nd & 4th Tuesday of the month	15,000	1,125 €



**Additional newsletters  
available upon request**



## Corporate Media

The Corporate Media division offers you a broad, cross-media product portfolio. Content can be published in the **Deutsches Ärzteblatt**, the **Supplement Perspektiven**, and on [aerzteblatt.de](http://aerzteblatt.de).



### Print Publications

QR codes and links refer to online publications and video content.  
**NEW: PharmaCME on p. 47**

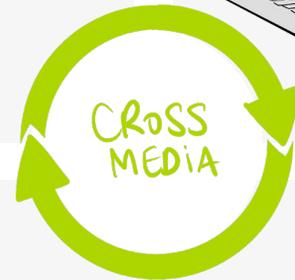
[Detailed information from p. 45](#)



### Online Publications/Video Content

Increased reach through publication on [www.aerzteblatt.de](http://www.aerzteblatt.de).

[Detailed information from p. 48](#)



### Corporate Event

Informative and interactive expert discussions on various topics – available in person, digitally and in a hybrid format.

[Detailed information from p. 50](#)



### Info Center

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

[Detailed information from p. 17](#)





### Topic series “aktuell”

**Key topics:** Therapy/Congress/Prevention/Study/Case/Management/DiGA

Compact and clear – your specialist topics in Deutsches Ärzteblatt (incl. online publication on [aerzteblatt.de](http://aerzteblatt.de)).

**Implementation time:** approx. 1.5 months | 2–12 pages

**Supplement prices:** GP from 29,800 € | Specialists from 15,500 €

Now also  
available as a  
CME-certified  
advanced  
training unit



### “Lehre und Praxis”

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

**Implementation time:** approx. 4–5 months | 12–28 pages

**Supplement prices:** GP from 65,200 €/Specialists from 29,600 €



### “Praxisposter”

Doctor and patient communication in one publication. Technical information for doctors on the inside pages. The poster motif for patient communication is on the back.

**Implementation time:** approx. 1.5 months | **Unfolded size:** approx. A2

**Supplement prices:** GP from 28,600 €/Specialists from 13,900 €



### Patient info “kompakt”

The patient booklet is included as a supplement in Deutsches Ärzteblatt. Interested doctors can order additional copies free of charge directly to their practice.

**Implementation time:** approx. 4–5 months  
4 pages carrier medium, 12–20 pages booklet

**Supplement prices:** GP from 81,900 €/Specialist from 19,200 €



### Topic series “aktuell” (bound into the supplement)

**Key topics:** Therapy/Congress/Prevention/Study/Case/Management/DiGA

Compact and clear – specialist topics in the subject-specific supplement Perspektiven and Congress Special

**Implementation time:** approx. 1.5 months | 2 pages (integrated)/4 pages (bound)

**Price (staple-bound):** from 9,500 €

### Do you have questions about Corporate Media?



**Ingrid Schaper**

Phone +49 (0) 2234 7011-393  
[schaper@aerzteverlag.de](mailto:schaper@aerzteverlag.de)



**Petra Paul**

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



Which target group would you like to reach?

Expert group	Print run	Expert group	Print run
GP	65,150	Neurology	11,400
Anaesthesiology	19,920	Oncology	8,550
Surgery	22,250	Ophthalmology	7,350
Dermatology	6,400	Orthopaedics	16,020
Diabetology	9,300	Pediatrics	13,120
Gastroenterology	5,300	Pathology	1,000
Gynecology	16,250	Pneumology	3,450
ENT	5,350	Psychiatry & Child psychiatry	14,950
Cardiology	9,850	Radiology	9,300
Laboratory medicine	1,100	Rheumatology	1,750
Nephrology	2,800	Urology	5,850

GP + Expert group	Print run	GP + Expert group	Print run
GP + Anaesthesiology	85,070	GP + Oncology	68,900
GP + Surgery	87,400	GP + Ophthalmology	72,500
GP + Dermatology	71,550	GP + Orthopaedics	81,170
GP + Diabetology	66,300	GP + Pediatrics	78,270
GP + Gastroenterology	68,300	GP + Pathology	66,150
GP + Gynecology	81,400	GP + Pneumology	66,950
GP + ENT	70,500	GP + Psychiatry & Child psychiatry	80,100
GP + Cardiology	71,150	GP + Radiology	74,450
GP + Laboratory medicine	66,250	GP + Rheumatology	65,900
GP + Nephrology	66,150	GP + Urology	71,000
GP + Neurology	76,550		

Corporate Media Size Overview Print:



**Topic series Insert**  
(GP & Specialist selection)

2/4/6/8/12



**Lehre und Praxis**  
(GP & Specialist selection)

12/16/20/24/28



**Praxisposter**  
(GP & Specialist selection)

2/4



**Topic series Glued-in insert**  
(Specialist selection)

4/6



**Topic series as a magazine-integrated product**  
(supplement Perspektiven)

2/4



**New!**

Deutsches Arzteblatt

SUCHE Q MEIN DA

CME > Pharma Fortbildungen

AKTUELLE FORTBILDUNGEN PHARMA FORTBILDUNGEN MEINE ERGEBNISSE FORTBILDUNGS-ARCHIV ÜBER CME

Pharma Fortbildungen

18.03.2025 – 17.03.2026  
**Moderne Therapien beim Multiplen Myelom**  
Immuntherapien wie bspw. bisphosphonate in der Onkologie zeigen sich dies beim Multiplen Myelom in den letzten Jahren erhebliche

Ergebnis ab Tag X, TT.MM

Teilnehmen Zum Art

**Moderne Therapien beim Multiplen Myelom**

1 2 3 4 5 6 7 8 9 10

**Was sind typische Nebenwirkungen, die bei der Therapie mit Filgotinib, Tofacitinib und Upadacitinib auftreten können?**

- a) psoriasisförmige Läsionen
- b) „Lupus-like syndrome“
- c) Gelenkschmerzen
- d) Hypercholesterinämie
- e) Bradykardie

Antwort speichern

Zur Pharma Fortbildung

THERAPIE aktuell 154

> PDF  
> Artikel

Unterstützt von: XXX  
(Fördersumme: X.XXX €)

## Topic series “CME”

### Objective:

Support for high-quality CME-certified continuing education content in the scientific environment of aerzteblatt.de to promote knowledge and improve patient care

### Components:

- Author management
- Scientific director (author of the CME)
- Journalistic collaboration with an independent specialist editor (medical writing)
- Development of the CME questionnaire
- Project management
- Peer review (two external reviewers)
- Implementation of the certification process for the continuing education contribution at the responsible State Medical Association of North Rhine
- Duration of training: The certification is valid for 12 months.
- PDF in the layout of the printed supplement
- Hosting & landing page for a period of 12 months

Up to  
3 CME  
points  
available

Do you have questions about our PharmaCME?



Petra Paul

Phone +49 (0) 2234 7011-239

[paul@arztverlag.de](mailto:paul@arztverlag.de)





Now also available as a CME-certified advanced training unit

**Webcast**

**Objective :**

- Knowledge transfer – from your KOLs to specialist colleagues
- Experts help to classify developments and understand new therapies

**Product characteristics:**

- Keynote speech as a webcast
- Recording via video conferencing tool
- **Duration:** 15–45 min
- Post-production in the look and feel of Deutscher Ärzteverlag
- Publication on aerzteblatt.de

from 10,500 €



**Tip: Increase your reach**

**Media +**

- Targeted promotion of the video interviews
- Placement in relevant newsletters
- Provision of content teasers based on the interview

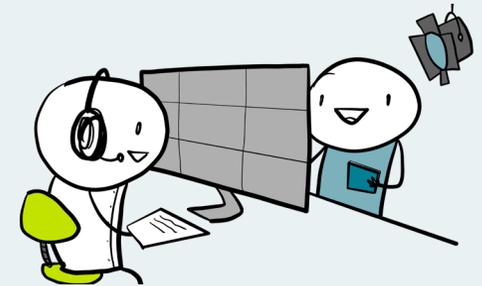
Contact: [digital-sales@aerzteverlag.de](mailto:digital-sales@aerzteverlag.de)



**Do you have questions about our Webcast?**



**Petra Paul**  
Phone +49 (0) 2234 7011-239  
[paul@aerzteverlag.de](mailto:paul@aerzteverlag.de)





### Video Interview

#### Objective:

- Brief information provided by your experts
- Quickly create compact content and distribute it digitally

#### Product characteristics:

- Recording via video conferencing tool
- Interview concept developed by a medical journalist
- Duration per video interview: 2–10 minutes
- Post-production in the look and feel of Deutscher Ärzteverlag
- Optional: Integration into special digital publications and the information center at aerzteblatt.de is possible.

from  
3,900 €



**Tip:** Increase your reach

#### Media +

- Targeted promotion of video interviews
- Placement in relevante newsletters
- Provision of content teasers based on the interview

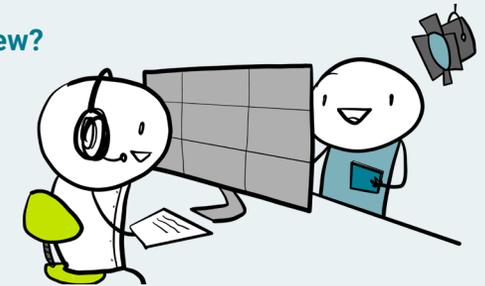
Contact: [digital-sales@aerzteverlag.de](mailto:digital-sales@aerzteverlag.de)

### Do you have questions about our video interview?



**Petra Paul**

Phone +49 (0) 2234 7011-239  
[paul@aerzteverlag.de](mailto:paul@aerzteverlag.de)



### Expert Roundtable – Digital, in Presence or Hybrid

#### Objective:

- Knowledge exchange among experts and discussion of complex topics and issues
- Developing consensus and recommendations for practising doctors
- Publication of the results on aerzteblatt.de or as a special publication in Deutsches Ärzteblatt

#### Product characteristics:

- Keynote speeches and discussions
- Professional presentation
- Medical writing
- Project management
- Technical realisation
- Publication of the results in Deutsches Ärzteblatt or on aerzteblatt.de
- Event format: Digital, in presence or hybrid

from  
17,900 €

#### Do you have questions about our Expert Roundtable?



Petra Paul

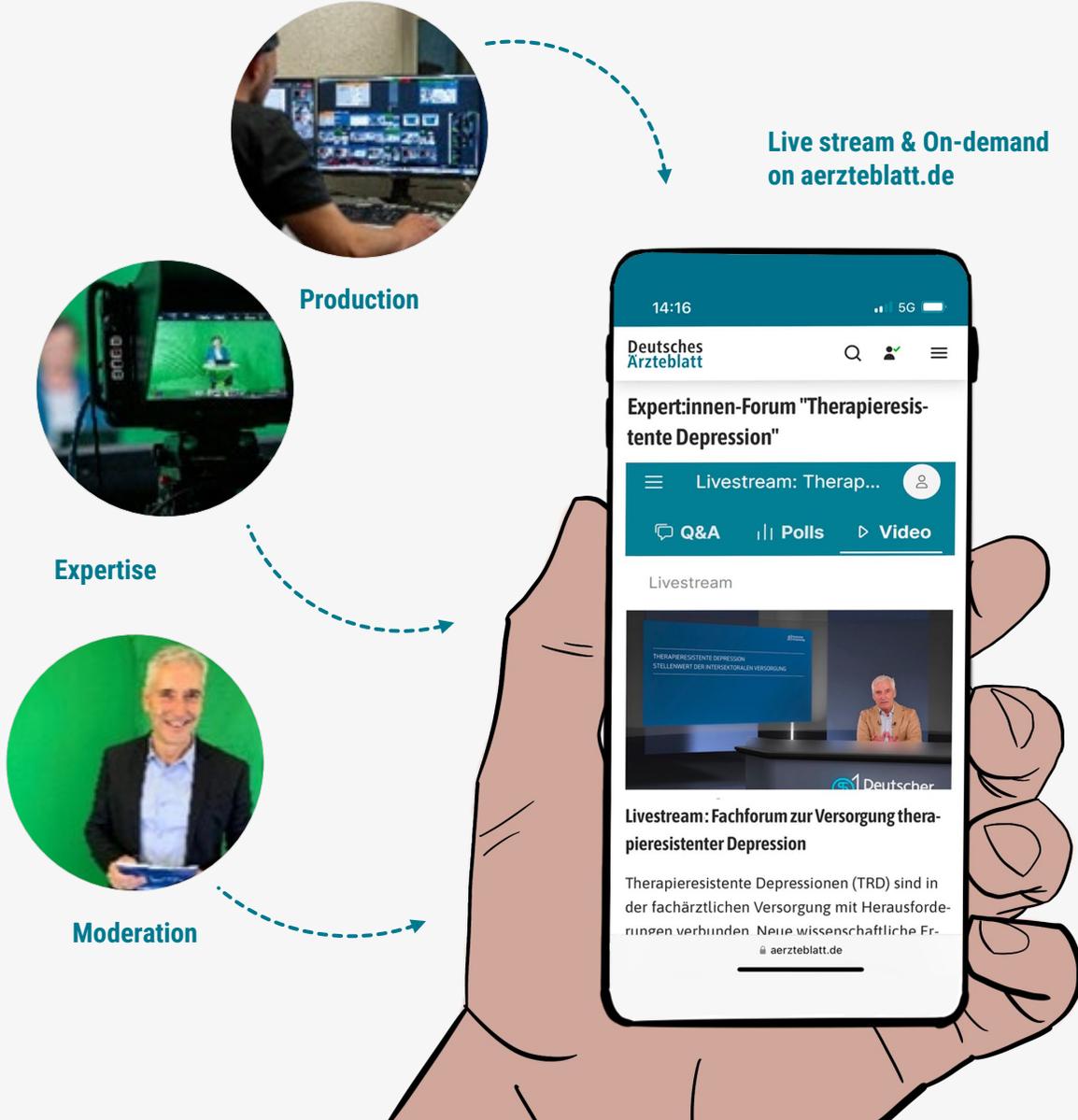
Phone +49 (0) 2234 7011-239

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



The results of this event will be published across multiple media channels.





### Expert Forum Digital

#### Objective:

- Knowledge transfer via livestream on aerzteblatt.de
- The latest specialist knowledge conveyed live – directly from your experts for practical application
- Interactive audience participation: ask questions, join in the discussion, help shape the programme
- Gain insights from the target group through interaction

#### Product characteristics:

- Keynote speeches and discussions live on aerzteblatt.de
- Follow-up on-demand publication on aerzteblatt.de
- Viewer interaction in the livestream
- Livestream from the publisher's own film studio

from  
26,400 €

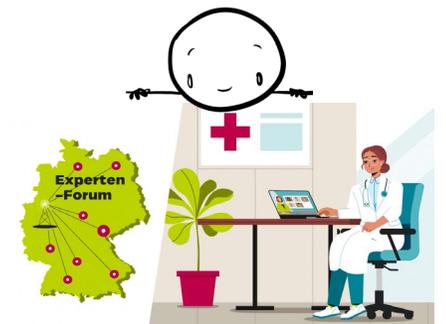
### Do you have questions about our Expert Forum?



**Petra Paul**

Phone +49 (0) 2234 7011-239

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



**Why a forum?**  
**To the explanatory video**



## 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 zip several files together. 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. All fonts used must be embedded in the PDF.

### Colour 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

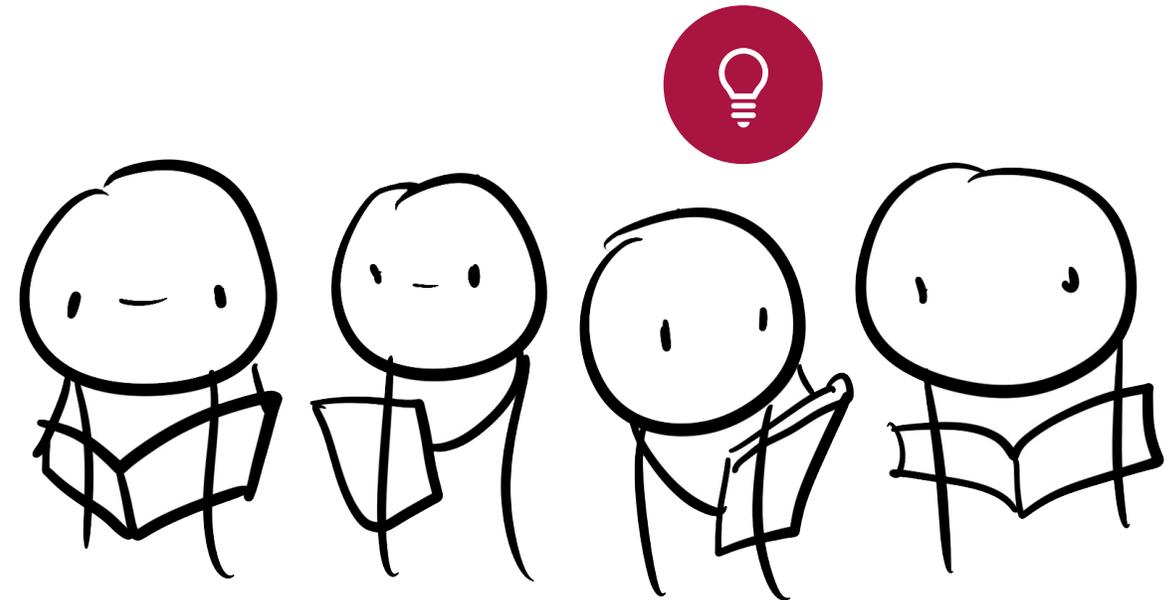
Color profile for the content: PSO\_INP\_Paper\_eci

### 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.

### Warranty/Additional costs

Only data stored on the data carrier can be printed. The publisher accepts no liability for discrepancies in texts, illustrations and colours. Incorrect printing due to incomplete or faulty files, incorrect settings or incomplete information will be 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  
Hd. Markus Klaessen | 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.

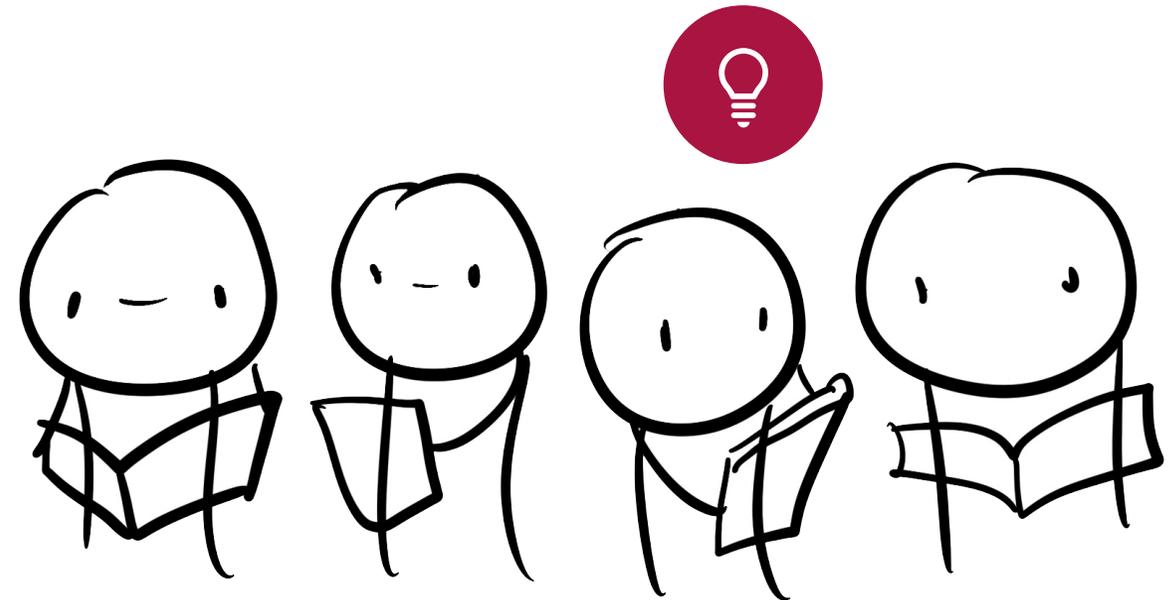
## Digital

Display and newsletter advertising material must be sent at least five working days before the start of the campaign to: [digital-sales@aerzterverlag.de](mailto:digital-sales@aerzterverlag.de)

### Technical specifications

Each advertising medium requires coordination with 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.

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Issues Deutsches Ärzteblatt  
2026

	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																						EADV				
Focus on Dermatology		x			x				x		x			x				x			x					x
Perspectives of Diabetology													x													
Focus on Diabetology	x						x					x												x		
Perspectives of Gastroenterology																										
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																										DGN
Focus on Neurology		x				x				x		x			x					x			x		x	
Perspectives of Oncology			x																x							
Oncology – Congress Special										DKK				ASCO											ESMO	
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
Focus on Ophthalmology																	x									
Perspectives of Pediatrics																					x					
Focus on Pediatrics	x							x												x						
Perspectives of Pneumology									x									x								
Focus on Pneumology				x				x					x				x				x				x	
Focus on Rheumatology									x					x			x									x
Focus on Urology							x													x						

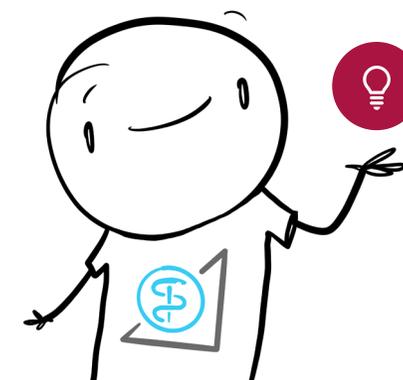


Issue no.	Date of publication (Print* and Newsletter+)	Advertisement deadline at 10 a.m.	Focus topics (Print* and Newsletter*)			Supplement Perspektiven
1	09.01.	19.12.2025	Oncology	Diabetes	Pediatrics	-
2	23.01.	09.01.2026	Oncology	Neurology	Dermatology	-
3	06.02.	23.01.2026	Oncology	Hepatitis/HIV	Immunology	Perspectives of Oncology I
4	20.02.	06.02.2026	Oncology	Pneumology	Cardiology	Perspectives of Immunology
5	06.03.	20.02.2026	Oncology	Dermatology	Gynecology	-
6	20.03.	06.03.2026	Oncology	Gastroenterology	Neurology	Perspectives of Dermatology
7	03.04.	20.03.2026	Oncology	Urology	Diabetes	Perspectives of Gastroenterology
8	17.04.	02.04.2026	Oncology	Pneumology	Pediatrics	-
9	01.05.	17.04.2026	Oncology	Dermatology	Rheumatism	Perspectives of Pneumology I
10	15.05.	30.04.2026	Oncology	Neurology	Cardiology	DKK Special
11	29.05.	15.05.2026	Oncology	Dermatology	Hepatitis/HIV	Perspectives of Cardiology
12	12.06.	29.05.2026	Oncology	Neurology	Diabetes	-
13	26.06.	12.06.2026	Oncology	Pneumology	Gastroenterology	Perspectives of Diabetology

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

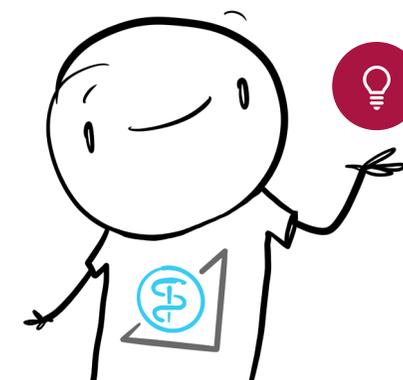
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Issue no.	Date of publication (Print* and Newsletter+)	Advertisement deadline at 10 a.m.	Focus topics (Print* and Newsletter*)			Supplement Perspektiven
14	10.07.	26.06.2026	Oncology	Rheumatology	Dermatology	ASCO Special
15	24.07.	10.07.2026	Oncology	Neurology	Immunology	-
16	07.08.	24.07.2026	Oncology	Pneumology	Rheumatism	Perspectives of Neurology
17	21.08.	07.08.2026	Oncology	Cardiology	Ophthalmology	Perspectives of Pneumology II
18	04.09.	21.08.2026	Oncology	Dermatology	-	Perspectives of Oncology II
19	18.09.	04.09.2026	Pediatrics	Neurology	Urology	-
20	02.10.	18.09.2026	Gynecology	Gastroenterology	Pneumology	Perspectives of Pediatrics
21	16.10.	02.10.2026	Oncology	Hepatitis/HIV	Dermatology	Perspectives of Gynecology
22	30.10.	16.10.2026	Oncology	Neurology	Immunology	EADV Special
23	13.11.	30.10.2026	Oncology	Diabetes	Cardiology	-
24	27.11.	13.11.2026	Oncology	Neurology	Pneumology	ESMO Special
25	11.12.	27.11.2026	Gastroenterology	Immunology	Rheumatology	DGN Special
26	25.12.	11.12.2026	Oncology	Dermatology	Hepatitis/HIV	-

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