Deutscher Ärzteverlag

Der Verlag des Deutschen Ärzteblattes.

2027

Media Information

Deutsches Ärzteblatt



ärzteverlag.de

Deutsches Ärzteblatt

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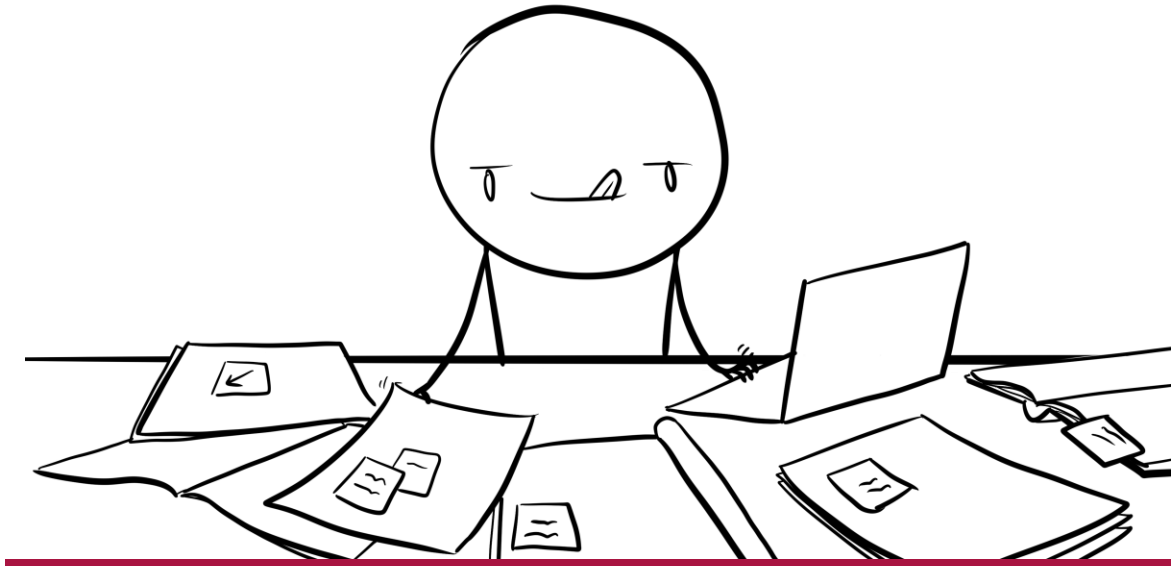


! For ease of reading, we generally use the generic masculine form.
Of course, this always refers to people of all genders.

Deutsches Ärzteblatt

Media Consultation

Would you like a consultation or an offer?



Mathias Vaupel | Non-Health

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

Questions about the booking

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



Sigrid Rumrich | Print

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



Sabine Griep | Print

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



Francesco Todaro | Digital

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

Do you have editorial questions?

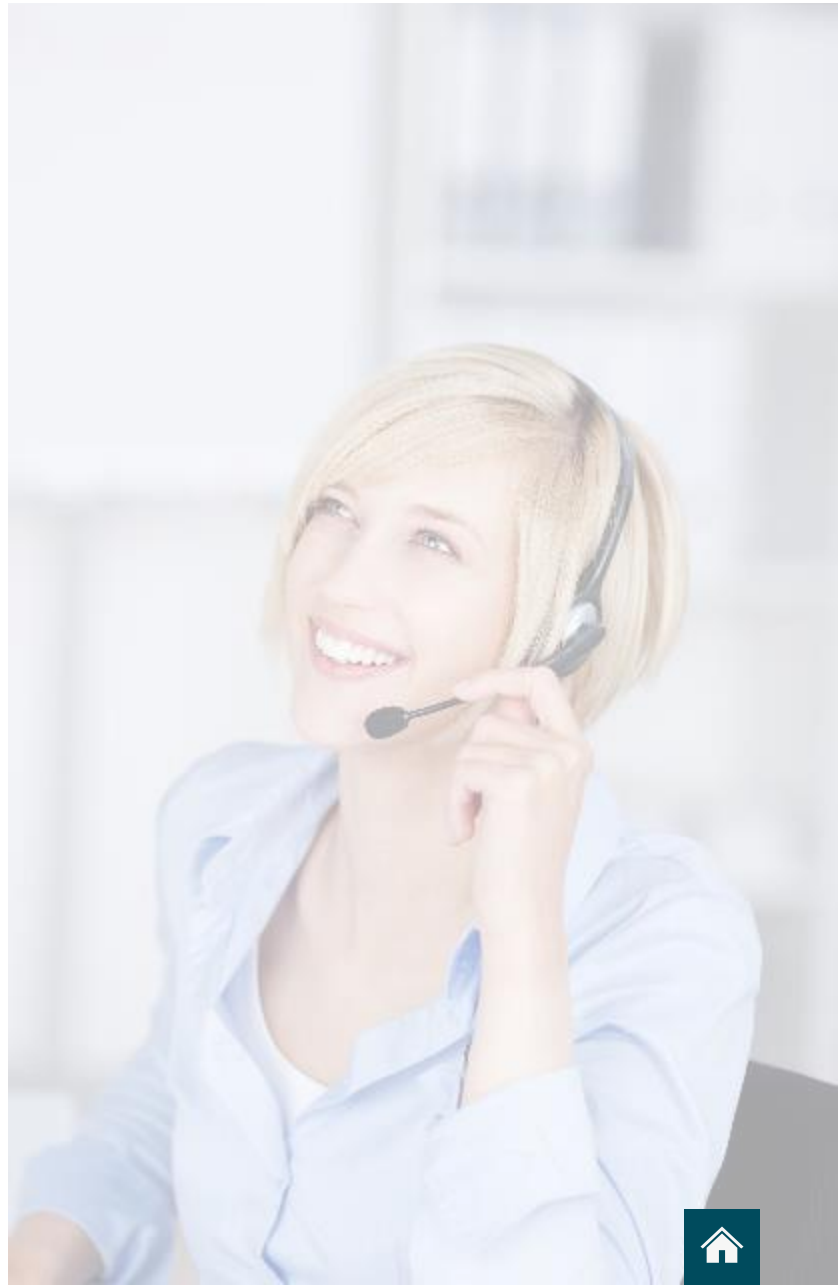
Deutsches Ärzteblatt/ärzteblatt.de:

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

CME/Medical and scientific editorial team

Editorial Office Köln: Phone +49 (0) 2234 7011-570
Email: medwiss@aerzteblatt.de

You will find contacts for job and classified advertisements in the media data "ÄRZTESTELLEN" or on www.ärzteverlag.de



Brief Description

The Deutsches Ärzteblatt is the official publication of the German Medical Association and the National Association of Statutory Health Insurance Physicians. As the only title in Germany's medical professional press aimed at all practising doctors in the Federal Republic, it holds a prominent position in the market.

In both print and digital formats, the publication offers high relevance, strong institutional standing and exceptionally broad coverage of doctors working in surgeries and hospitals. Through its print edition, e-paper and digital services, the Deutsches Ärzteblatt achieves the widest cross-media reach among doctors in Germany.

The editorial team aims to inform doctors authoritatively, objectively and with a practical focus through:

- up-to-date **reports on professional, health and social policy**
- **practice-oriented medical education**
- **scientific articles** on medicine and research
- announcements from the publishers

Its coverage is complemented by reports on industry and pharmaceutical research, management topics, and specialist supplements and focus features

> "As the medical journal with the widest reach, the Deutsches Ärzteblatt boasts excellent media performance figures and offers a particularly strong platform for targeting the specialist audience of doctors."

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

Target Groups

Print:
All practising doctors in the Federal Republic of Germany.
They are addressed with allocation options tailored to their specific group. See Page 6 & 9

Online:
The content on ärzteblatt.de is aimed primarily at doctors.

This freely accessible service is also used by patients and those with an interest in health. The focus is on providing reliable information on current topics in medicine and health.

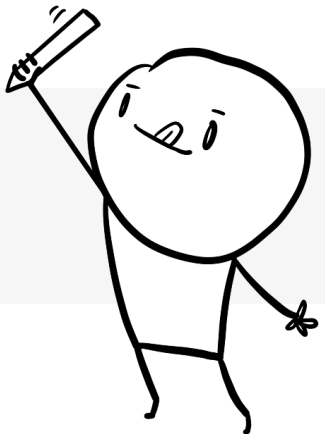
Web

www.ärzteverlag.de
www.ärzteblatt.de
www.healthrelations.de



Publisher

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



Volume
Volume 124, 2027

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

LA-MED geprüft API-Studie 2025

LA-MED geprüft Facharzt-Studie 2026

LA-MED geprüft Onkologie-Studie 2024

WISSEN, WAS ZÄHLT
Geprüfte Nutzungszahlen
Klare Basis für den Werbemarkt

LA-MED E+9

Bank Details

Deutsche Apotheker- und Ärztebank Köln
Account no.: 0 101 107 410, BLZ 300 606 01
IBAN DE28 3006 0601 0101 1074 10
BIC DAAEDEDD

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

Terms of Payment
Payable net immediately upon receipt of invoice

Agency Commission
10 % of customer's net

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



Deutsches Ärzteblatt

Circulation Analysis

Average number of copies (2nd quarter 2026)	Practice allocation (A)	Clinic allocation (B)
Print run	140,257	169,843
Actually distributed issues (ADI)	139,589	169,717
Paid circulation	138,851	169,630
Circulation sent abroad	3	0
Subscribed copies	138,846	169,630
Member portion of circulation	138,625	169,556
Retail sales	–	–
Other sales	5	0
Free copies	738	87
Remaining and archive copies	668	126

Print run 2027		
Practice allocation (A) (outpatient)	Registered & employed physicians (outpatient)	138,800
GP allocation	General practitioners, internists, employed physicians (outpatient)	63,250
Clinic allocation (B) (clinical)	Clinicians	166,400
Practice/clinic allocation (AB)	Registered & employed doctors + hospital doctors	305,200
Complete allocation (ABC)	All employed physicians	345,300

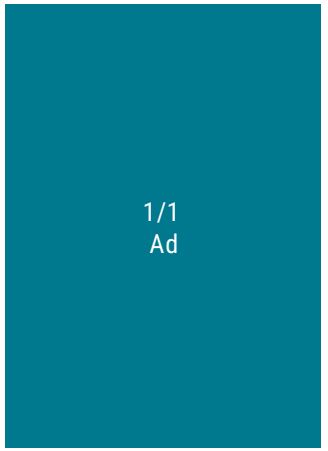
With us, you can reach **doctors in salaried positions** too!

Unlike most specialist medical publications on the market, the Deutsches Ärzteblatt also reaches **salaried doctors** working in general practice. **Why is this relevant?** Recent surveys show that the number of doctors employed in medical practices continues to rise significantly. At the same time, they make independent decisions about treatment and prescribing.



 | Source: IVW, as of 2nd quarter 2026

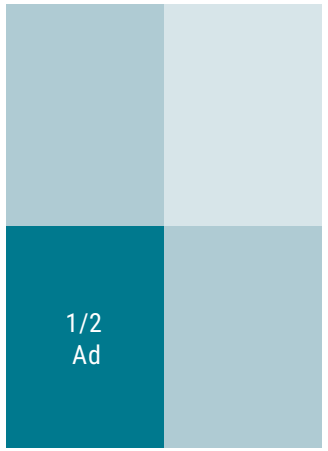
Deutsches Ärzteblatt



Format 1/1

207 × 280 mm

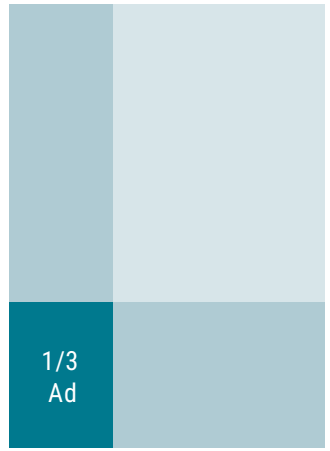
GP	13,500 €
Practice (A)	17,500 €
Clinic (B)	13,800 €
Combi (AB)	24,700 €



Format 1/2 vertical/horizontal*

101 × 280 mm/207 × 142 mm

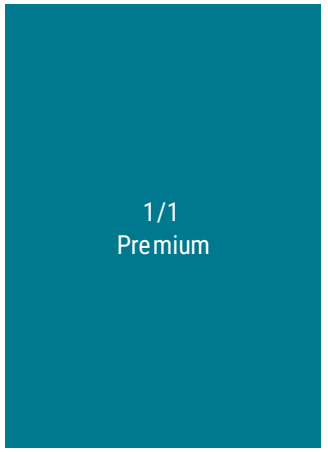
GP	7,300 €
Practice (A)	9,600 €
Clinic (B)	7,600 €
Combi (AB)	13,800 €



Format 1/3 vertical/horizontal*

72 × 280 mm/207 × 102 mm

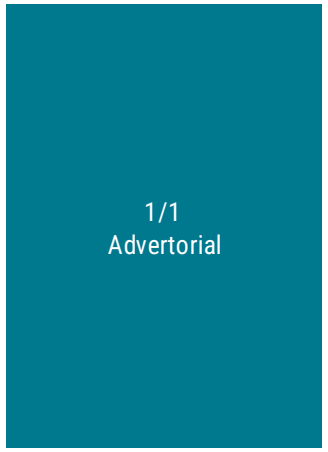
GP	4,900 €
Practice (A)	6,400 €
Clinic (B)	5,400 €
Combi (AB)	9,100 €



Premium placements:

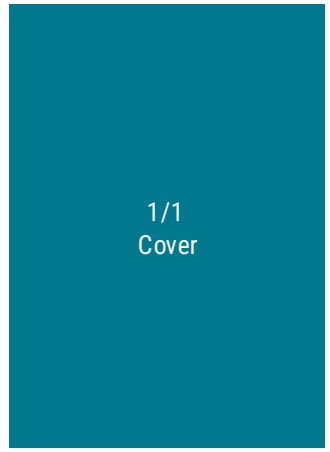
1. right ad page
Focus on

Practice (A)	20,000 €
Clinic (B)	15,400 €
Combi (AB)	27,800 €



Advertorial ad

GP	14,600 €
Practice (A)	20,000 €
Clinic (B)	15,400 €
Combi (AB)	27,800 €



Cover pages

Deutsches Ärzteblatt

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.



Rates	up to 20 g*	up to 30 g*	up to 40 g*	up to 50 g*
30,000 to 65,000 copies	252 €	257 €	263 €	266 €
up to 80,000 copies	228 €	233 €	237 €	240 €
up to 125,000 copies	203 €	206 €	210 €	215 €
up to 175,000 copies	190 €	195 €	200 €	203 €
up to 350,000 copies	177 €	182 €	186 €	190 €
Postcard, glued on**	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 111,750 copies, total price: 22,685 €

Target group „Entscheider – Niedergelassene Ärzte/Praxisinhaber“
Print run 80,800 copies, total price: 16,402 €

Target group „Entscheider – Allgemeinärzte/Internisten"
Print run 56,600 copies, total price: 14,263 €

Target group „Entscheider – Ärztinnen deutschlandweit" | selection „weiblich“
Print run 122,350 copies, total price: 24,837 €

Target group „Entscheider – Chef- u. Oberärzte“
Print run 31,350 copies, total price: 7,900 €

Information on Inserts

- Required circulation to allocate the respective main edition
- Practice allocation (A): Main edition 111,750 copies
- Clinic allocation (B): Main edition 144,250 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

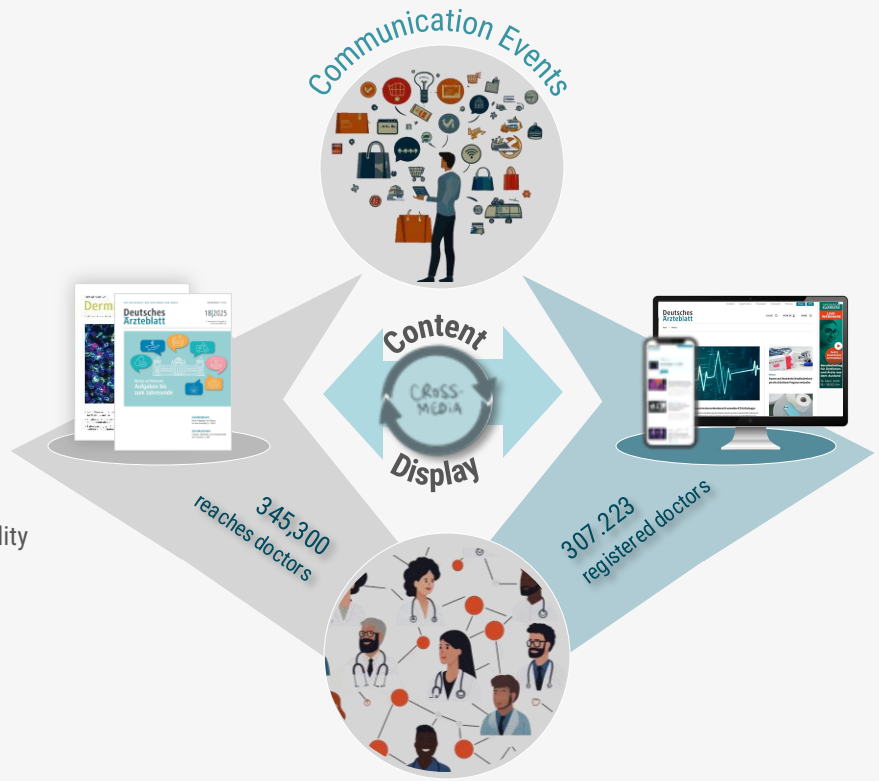
Deutsches Ärzteblatt

Print

Products:
- Deutsches Ärzteblatt (Every 14 days)

Performance figures:
- ✓Reaches **345,300** doctors
- ✓Highest impact factor
- ✓Advertising space of the highest quality

Approved by:
- ✓IVW
- ✓LA-MED



Online

Products:
- ärzteblatt.de
- Newsletter
- Display advertising

Performance figures:
- ✓11.95 million page impressions*
- ✓5.15 million visits*
- ✓638,558 registered users**
- ✓307,223 registered doctors**

Approved by:
- ✓IVW

Target group doctors

- ✓high-income target group
- ✓shape professional opinions
- ✓act as multipliers in their private lives

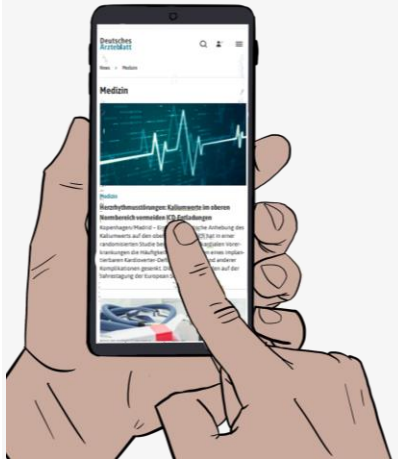
Deutsches Ärzteblatt: Your link to all doctors in Germany

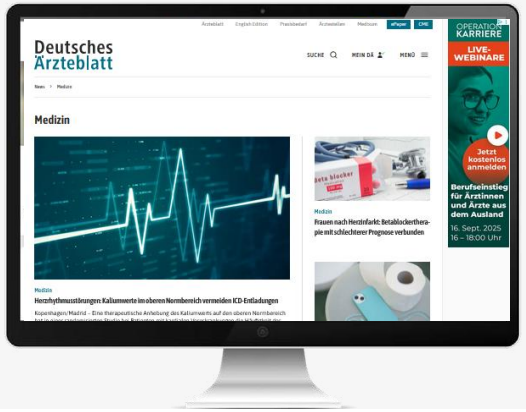
 | * Source: www.ivw.de, June 2026; ** as of Q3 2026

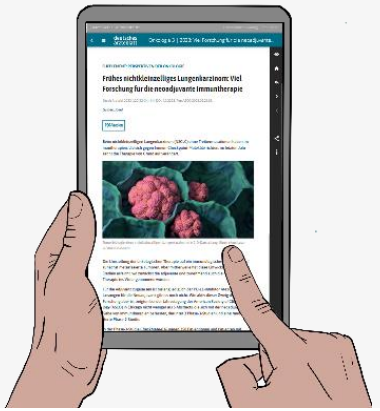
Deutsches Ärzteblatt

Brief Characteristics ärzteblatt.de

With **ärzteblatt.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 ärzteblatt.de*

11.95 million page impressions
5.15 million visits

Online Advertising

HWG-compliant (HWG § 10) and non-HWG-compliant online advertising is possible – both on www.ärzteblatt.de and in the newsletters.

The Deutsches Ärzteblatt portal is the information platform for doctors, healthcare professionals and readers interested in health, featuring:

- **daily news** from medicine and healthcare policy
- high-quality **scientific content** with practical relevance
- **up-to-date coverage** with high relevance to medical practice
- certified online training (**CME**) – comprehensive and well-founded
- individual **newsletter portfolio** for doctors and people interested in healthcare:
  - personalised selection based on areas of interest or specialist fields
  - regular updates on medicine, politics and the medical profession



Would you like a consultation or an offer?



Mathias Vaupel | Non-Health

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

 | * Source: www.ivw.de, June 2026

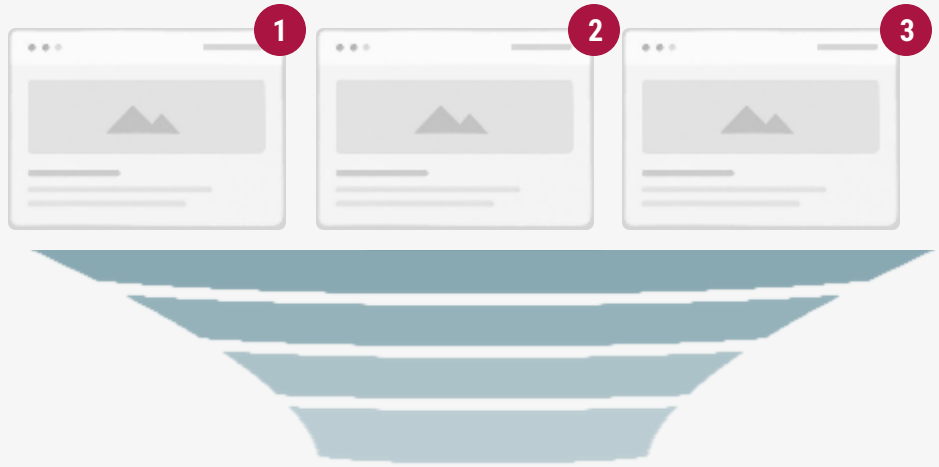
Deutsches Ärzteblatt

1. Selective, context-specific placement of product messages → Short-term, up to a maximum of 3 months' duration → **Advertorial Microsite**

Which format is best suited to my communication objective?

2. Gradual, continuous placement of product messages → Medium- to long-term, with a term of 6 months or more → **Brand Hub**

Individual articles in the form of an Advertorial Microsite:



Several articles brought together in a Brand Hub:



Deutsches Ärzteblatt

Advertorial Microsite

The advertorial microsite as a separate subpage on ärzteblatt.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 16,100 €

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 × placement in the newsletter "Tagesaktuelle Nachrichten"

Runtime: From 1 month

Do you have questions about our Advertorial Microsite?

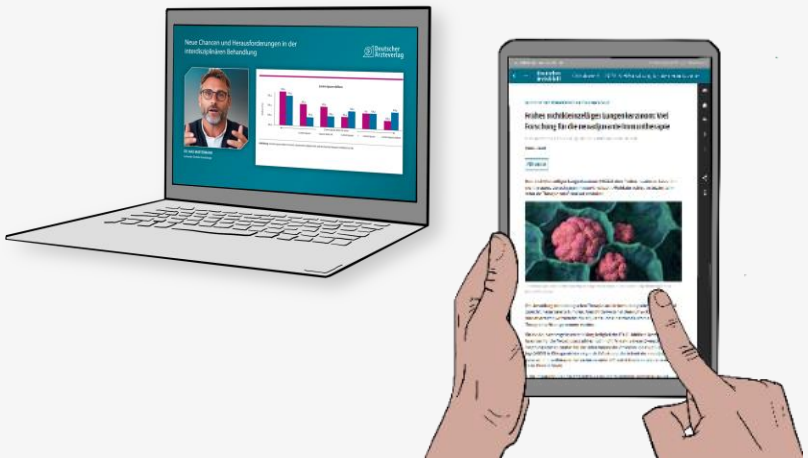


Mathias Vaupel

Phone +49 (0) 2234 7011-308

vaupel@aerzteverlag.de

Digital Content





Media Digital



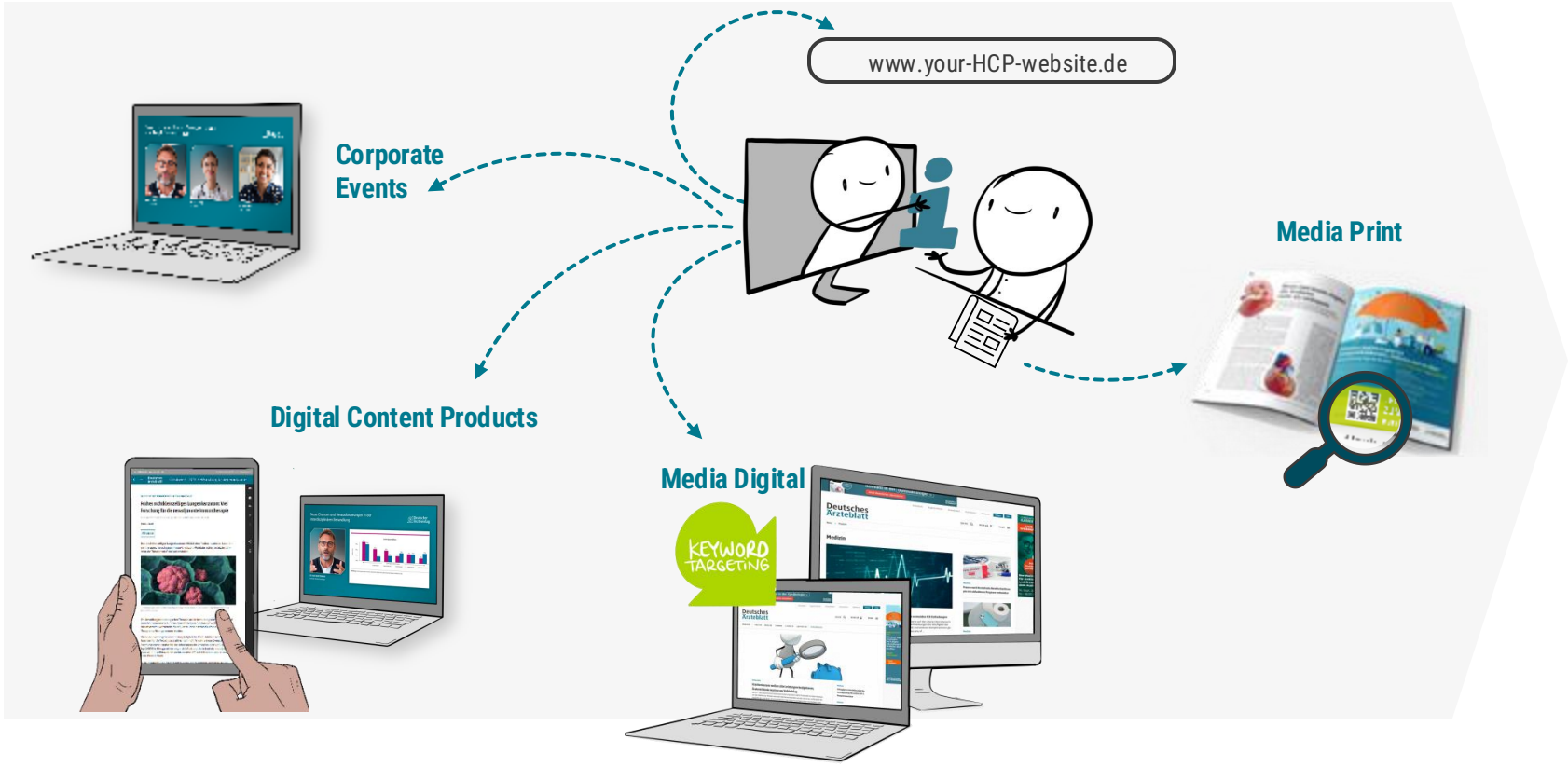
Deutsches Ärzteblatt

Brand Hub

Reach one of Germany's most financially affluent and influential target groups – **doctors**.

from 38,500 €

Goal:	Targeted approach to a high-income audience
Content:	up to 12 articles
Traffic supply:	Basic services included in the package
Runtime:	From 6 months

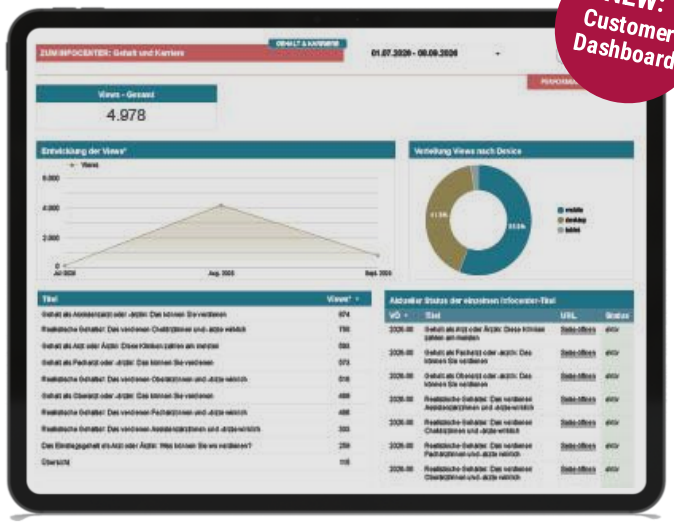


Do you have questions about our Advertorial Microsite?



Mathias Vaupel

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



Keep an eye on the key digital KPIs at all times with the new **reporting dashboard for your Info Center.**

Deutsches Ärzteblatt

Display Advertising – Target group doctors (closed section)

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 playout on mobile devices (tablet and smartphone) in addition to this. Therefore, the delivery of additional advertising media with their respective technical specifications for tablet and smartphone is required. The number of booked ad impressions refers to the entire campaign.

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

Do you have questions about Display Advertising?



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vaupel@aerzteverlag.de



Deutsches Ärzteblatt

Website Takeover

NEW

For **high-profile playout campaigns with a lasting impact** – can also be combined with Targeting Options (contextual or target group-specific playout).

100% Page presence

Playout of all formats when the page is loaded

Lasting impact

Per day: frequency capping of 3

Targeted communication

Contextual or specialist targeting possible

Flexible configuration

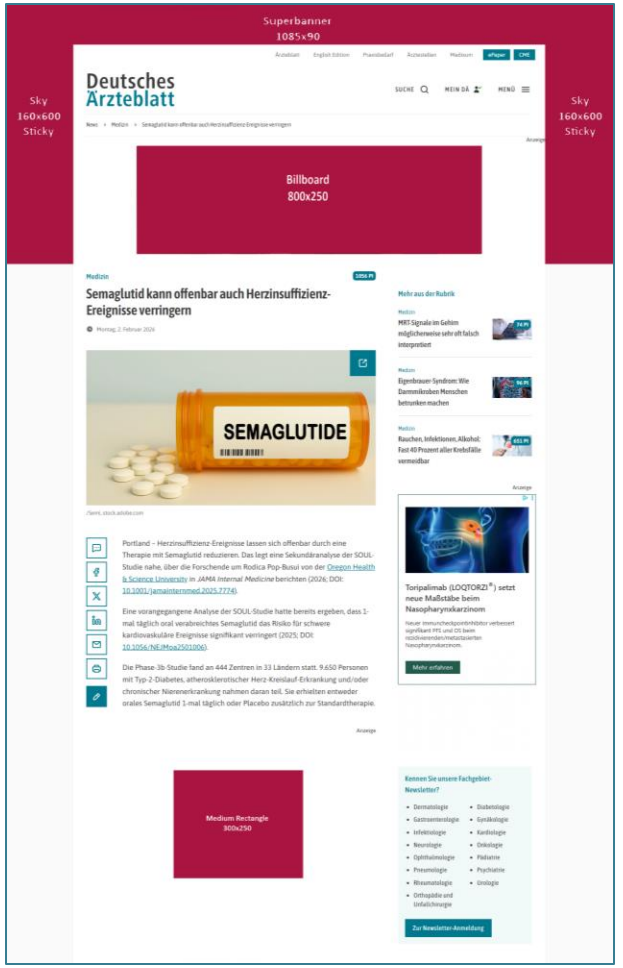
– Duration of the playout is variable, ranging from 3 to 5 days

– Individual background coloring (HEX code)

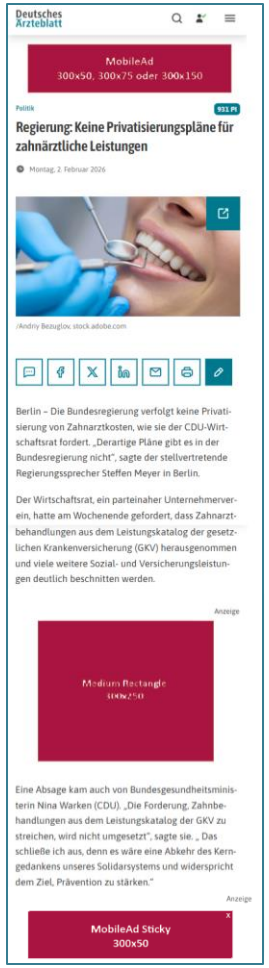
Accepted file formats: Left/right Skyscraper (sticky), Superbanner, Billboard, Mobile, Floor Ad (sticky)

490 € per thousand contacts

Desktop



Mobil



Deutsches Ärzteblatt

Display Advertising – Target group doctors (closed section)

NEW

Banner format	Required Formats*	CPM**
Website Takeover	Left/right Skyscraper (sticky), Superbanner Billboard, Mobile Floor Ad (sticky)	490 €
Fireplace	Superbanner Skyscraper (sticky)	290 €
Floor Ad	Floor Ad (sticky)	200 €



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

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

Do you have questions about Display Advertising?



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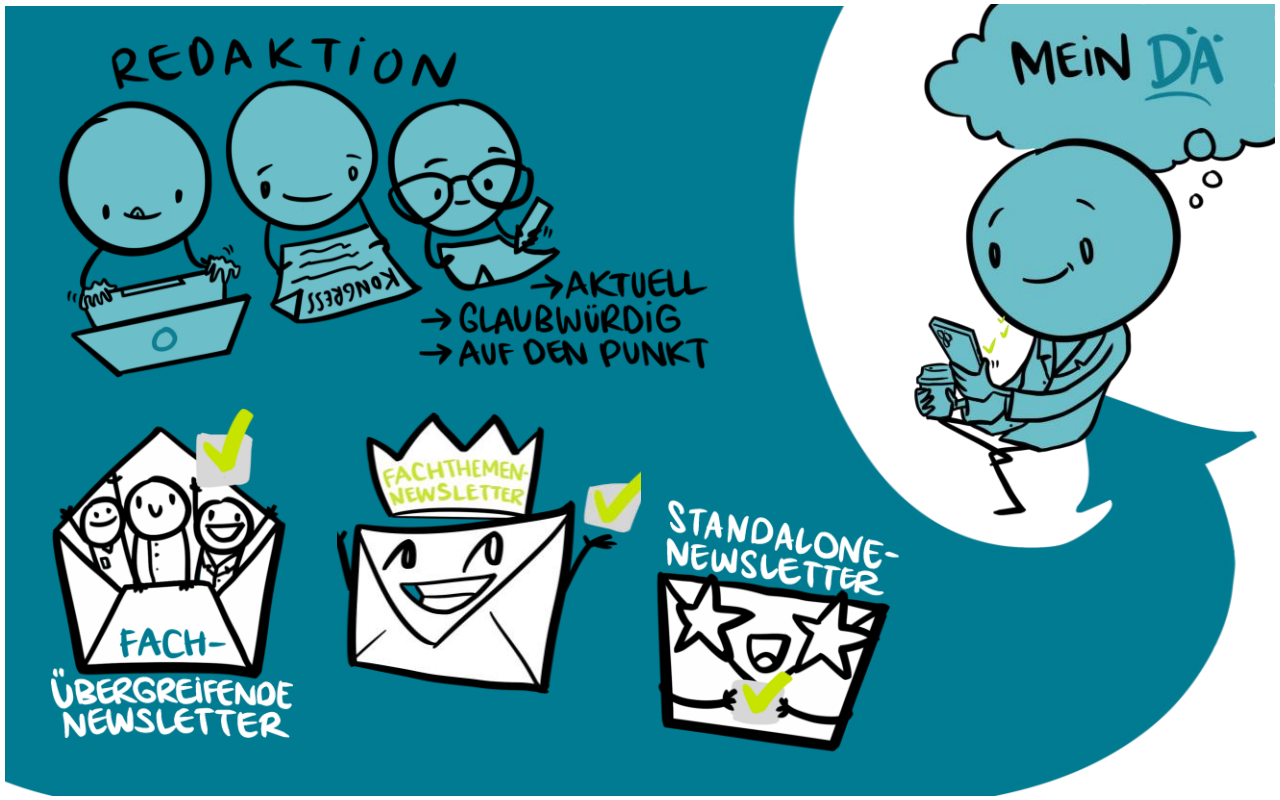
vaupel@aerzteverlag.de

Deutsches Ärzteblatt

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

LA-MED Reporting Standard „E+9“

For the reporting **of the newsletters of the Deutsches Ärzteblatt** we use the LA-MED ‘E+9’ reporting standard, thereby contributing to a consistent and transparent framework for the reporting of relevant newsletter metrics.
Further information on this topic can be found here:

>> LA-MED Information sheet E+9

LA-MED E+9

Do you have questions about our newsletters?



Mathias Vaupel

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

Deutsches Ärzteblatt

Interdisciplinary Newsletter I

Newsletter	Publication schedule	Shipping dates						Subscribers*	Price
Monday Bulletin	Each Monday	04.01.	08.03.	17.05.	19.07.	20.09.	22.11.	Total: 160,000 HWG: 100,000	14,400 € 13,000 €
		11.01.	15.03.	24.05.	26.07.	27.09.	29.11.		
		18.01.	22.03.	31.05.	02.08.	04.10.	06.12.		
		25.01.	05.04.	07.06.	09.08.	11.10.	13.12.		
		01.02.	12.04.	14.06.	16.08.	18.10.	20.12.		
		08.02.	19.04.	21.06.	23.08.	25.10.	27.12.		
		15.02.	26.04.	28.06.	30.08.	01.11.			
		22.02.	03.05.	05.07.	06.09.	08.11.			
		01.03.	10.05.	12.07.	13.09.	15.11.			
Deutsches Ärzteblatt Digital Issue	2 days before the publication date of Deutsches Ärzteblatt (print)	13.01.	17.03.	26.05.	04.08.	13.10.	22.12.	Total: 109,000 HWG: 73,500	9,810 € 9,555 €
		20.01.	31.03.	09.06.	18.08.	27.10.			
		03.02.	14.04.	23.06.	01.09.	10.11.			
		17.02.	28.04.	07.07.	15.09.	24.11.			
		03.03.	12.05.	21.07.	29.09.	08.12.			
Daily news	Daily	Monday to Friday						Total: 83,100 HWG: 36,500	7,479 € 4,745 €

 | * Status: August 2026. 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 €

Deutsches Ärzteblatt

Interdisciplinary Newsletter II

Newsletter	Publication schedule	Shipping dates						Subscribers*	Price
eHealth	Last Tuesday of the month	26.01.	30.03.	25.05.	27.07.	28.09.	30.11.	Total: 14,500 HWG: 8,900	1,305 € 1,157 €
		23.02.	27.04.	29.06.	31.08.	26.10.	28.12.		
Health + Climate	1st Wednesday of the month	06.01.	03.03.	05.05.	07.07.	01.09.	03.11.	Total: 20,000 HWG: 9,500	1,800 € 1,235 €
		03.02.	07.04.	02.06.	04.08.	06.10.	01.12.		
Clinical Snapshot	Last Wednesday of the month	27.01.	31.03.	26.05.	28.07.	29.09.	24.11.	HWG: 24,800	1,157 €
		24.02.	28.04.	30.06.	25.08.	27.10.	29.12.		
CME	1st Thursday of the month	07.01.	04.03.	06.05.	01.07.	02.09.	04.11.	HWG: 54,600	7,098 €
		04.02.	01.04.	03.06.	05.08.	07.10.	02.12.		

Do you have any questions about our newsletters, or are you interested in our specialist newsletters?



Mathias Vaupel

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

Also specialist newsletters available!

 | * Status: August 2026. 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 €

Deutsches Ärzteblatt

Standalone Newsletter – Target group doctors

The **Standalone Newsletter** enables you to reach doctors in a targeted and exclusive manner. We send customised content to your chosen target audience.

The newsletter is sent out on

Fridays



Sundays



or

Do you have questions about our newsletters?



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Further target groups on request!

Target Group	Subscribers* (closed section)	Price (closed section)
GP	22,000/44,000	10,500 €/21,000 €
Dermatology	9,100	6,000 €
Diabetology	16,300	6,850 €
Gastroenterology	14,000	6,350 €
Gynecology	10,000	5,000 €
Infectiology	9,100	5,850 €
Cardiology	22,000	8,500 €
Neurology	22,000	8,500 €
Oncology	16,800	8,050 €
Ophthalmology	4,400	4,200 €
Orthopaedics & Trauma Surgery	10,500	5,850 €
Pediatrics	12,500	6,350 €
Pneumology	18,200	7,250 €
Psychiatry	11,100	6,350 €
Rheumatology	10,900	5,850 €
Urology	9,800	5,850 €

Deutsches Ärzteblatt

Standalone Newsletter – Target Group Patients and People interested in health

With the **Standalone Newsletter,** you can reach patients and those interested in health in a targeted and exclusive manner. We send bespoke content to your chosen target audience.

The newsletter is sent out on

Fridays



or

Sundays



Do you have questions about our newsletters?



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Further target groups on request!

Target Group	Subscribers* (open section)	Price (open section)
GP	60,000	10,500 €
Dermatology	11,800	6,000 €
Diabetology	20,200	6,900 €
Gastroenterology	14,500	6,000 €
Gynecology	12,300	6,000 €
Cardiology	30,500	6,900 €
Neurology	35,700	6,900 €
Oncologiy	22,700	6,900 €
Ophthalmology	5,500	4,000 €
Orthopaedics & Trauma Surgery	12,400	6,000 €
Pediatrics	10,100	5,000 €
Pneumology	19,500	6,900 €
Psychiatry	9,500	4,000 €
Rheumatology	11,900	5,000 €
Urology	19,000	6,900 €

Deutsches Ärzteblatt

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.
You can also find further information on this topic in the factsheet Insights: informed Patients.

Newsletter	Publication schedule	Subscribers*	Price
Monday Bulletin	Each Monday	60,000	3,600 €
Digital Issue	2 days before the publication date of Deutsches Ärzteblatt (print)	35,500	2,130 €
Daily news	Daily (Mo. to Fr.)	46,600	2,796 €
Dermatology	2nd und 4th Thursday of the month	11,800	885 €
Diabetology	1st und 3rd Saturday of the month	20,200	1,515 €
Gastroenterology	1st und 3rd Monday of the month	14,500	1,088 €
Gynecology	3rd Wednesday of the month	12,300	923 €
Cardiology	2nd und 4th Wednesday of the month	30,500	2,288 €
Neurology	1st und 3rd Tuesday of the month	35,700	2,678 €
Oncology	Each Saturday	22,700	1,703 €
Pediatrics	2nd und 4th Saturday of the month	10,100	758 €
Pneumology	1st und 3rd Thursday of the month	19,500	1,463 €
Rheumatology	2nd und 4th Thursday of the month	11,900	893 €
Urology	2nd und 4th Tuesday of the month	19,000	1,425 €

Also Standalone Newsletter bookable

Additional newsletters available upon request

Combining newsletters effectively to maximise reach:

In the freely accessible offer on ärzteblatt.de:

- Display Ad formats
- Advertorial Microsite



Would you like a consultation or an offer?



Mathias Vaupel
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vaupel@aerzteverlag.de

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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

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.

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Color profile for the content: PSO_INP_Paper_eci

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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 email. 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.



AI labelling
Please note the labelling requirements when using artificial intelligence (AI) in accordance with the EU Regulation (Art. 50 AI Regulation). For further information on this subject in relation to the publication of third-party content in titles published by Deutscher Ärzteverlag, please refer to Deutscher Ärzteverlag's General Terms and Conditions (GTC).

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@aerzteverlag.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.

Details on the delivery of advertising material at www.ärzteverlag.de



AI labelling
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Deutsches Ärzteblatt

Issue no.	Date of publication*	Advertisement deadline at 10 a.m.	Focus topics			Supplement "Perspektiven"
1 (Only as Digital Issue)	13.01.	21.12.2026	–	–	–	–
2	22.01.	08.01.2027	Oncology	Cardiology	Diabetology	–
3	05.02.	22.01.2027	Immunology	Hep./HIV	Gynecology	Perspectives of Oncology I
4	19.02.	05.02.2027	Diabetology	Cardiology	Dermatology	Perspectives of Immunology
5	05.03.	19.02.2027	Dermatology	Oncology	Neurology	–
6	19.03.	05.03.2027	Pneumology	Nephrology	Gastroenterology	Perspectives of Dermatology
7	02.04.	19.03.2027	Oncology	Diabetology	Cardiology	Perspectives of Pneumology I
8	16.04.	02.04.2027	Gastroenterology	Pneumology	Neurology	–
9	30.04.	16.04.2027	Oncology	Dermatology	Rheumatology	Perspectives of Gastroenterology
10	14.05.	30.04.2027	Diabetology	Urology	Gastroenterology	Perspectives of Oncology II
11	28.05.	14.05.2027	Dermatology	Neurology	Oncology	Perspectives of Diabetology
12	11.06.	28.05.2027	Neurology	Oncology	Pediatrics	–
13	25.06.	11.06.2027	Gynecology	Pneumology	Gastroenterology	Perspectives of Neurology



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

Issue no.	Date of publication*	Advertisement deadline at 10 a.m.	Focus topics			Supplement "Perspektiven"
14	09.07.	25.06.2027	Oncology	Dermatology	Cardiology	Perspectives of Gynecology
15	23.07.	09.07.2027	Gynecology	Pneumology	Gastroenterology	ASCO Special
16	06.08.	23.07.2027	Cardiology	Rheumatology	Pediatrics	–
17	20.08.	06.08.2027	Oncology	Diabetology	Cardiology	Perspectives of Cardiology
18	03.09.	20.08.2027	Pneumology	Dermatology	Gastroenterology	Perspectives of Oncology III
19	17.09.	03.09.2027	Neurology	Pediatrics	Nephrology	Perspectives of Pneumology II
20	01.10.	17.09.2027	Oncology	Gastroenterology	Cardiology	–
21	15.10.	30.09.2027	Dermatology	Pneumology	Neurology	ESMO Special
22	29.10.	15.10.2027	Pediatrics	Immunology	Neurology	EADV Special
23	12.11.	29.10.2027	Oncology	Dermatology	Cardiology	Perspectives of Pediatrics
24	26.11.	12.11.2027	Neurology	Oncology	Gynecology	–
25	10.12.	26.11.2027	Gastroenterology	Rheumatology	Dermatology	DGN Special
26	24.12.	10.12.2027	Oncology	Diabetology	Hep./HIV	–



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

Deutscher Ärzteverlag

Der Verlag des Deutschen Ärzteblattes.

Your contact:

Mathias Vaupel | Non-Health

Phone +49 (0) 2234 7011-308

vaupel@aerzteverlag.de



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