<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contacts</td>
<td>3</td>
</tr>
<tr>
<td>Journal Profile</td>
<td>4</td>
</tr>
<tr>
<td>Circulation and Distribution Analysis</td>
<td>6</td>
</tr>
<tr>
<td>Industry Advertisements</td>
<td>8</td>
</tr>
<tr>
<td>Inserts</td>
<td>10</td>
</tr>
<tr>
<td>Bound Inserts</td>
<td>11</td>
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<tr>
<td>Delivery</td>
<td>12</td>
</tr>
<tr>
<td>Special Publications</td>
<td>14</td>
</tr>
<tr>
<td>Supplement: Perspektiven</td>
<td>20</td>
</tr>
<tr>
<td>Online</td>
<td>22</td>
</tr>
<tr>
<td>Schedule</td>
<td>26</td>
</tr>
<tr>
<td>Terms and Conditions</td>
<td>28</td>
</tr>
</tbody>
</table>
MEDICAL INDUSTRY SALES
Sales manager Medicine
Eric Henquinet
Phone  +49 (0) 6251 8607906
Mobile  +49 (0) 172 2363754
henquinet@aerzteverlag.de

Head of Corporate Publishing
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Mobile  +49 (0) 174 1504748
hetmann@aerzteverlag.de

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legall@aerzteverlag.de

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minschke@aerzteverlag.de

EDITORIAL DEPARTMENT
Editor-in-Chief
Egbert Maibach-Nagel
Phone  +49 (0) 30 246267-0
Fax  +49 (0) 30 246267-20
maibach-nagel@aerzteverlag.de
The German Medical Journal is the official publication of the German Medical Association (Association of German Chambers of Physicians) and the National Association the Statutory Health Insurance Physicians. It is the one title of medical specialist journal for all physicians working in the Federal Republic of Germany.

The aim of the editors is to inform physicians competently and objectively. The editorial content in particular offers:

- current reports on professional, health and social policy
- current, practice-oriented medical education
- scientific contributions to medicine
- notifications from the publisher
- current, practical reports on industry and pharmaceutical research
- further contributions on areas which may be of business and private interest to physicians: practice IT/organization; economic, financial, insurance and legal issues; career planning; art, music, literature, film and media; Travel
- Supplements and special pages on various topics (see publication schedule)

The German Medical Journal 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. Each respective edition can be advertised separately or in combination. The jobs and classifieds adverts section is laid out the same way in each edition. By combining it with zm – Zahnärztliche Mitteilungen from the same publisher, your advertising can simultaneously reach all employed physicians and dentists in Germany.
VOLUME
Volume 116, 2019

PUBLICATION FREQUENCY
weekly
(double issues in January, June, July, August, September and December, see publication schedule)

MEMBERSHIP
LA-MED, IVW, AGOF

FORMAT
207 × 280 mm

TYPE AREA
Editorial advertisements: 173 mm wide; 254 mm high
Classified adverts: 186 mm wide; 260 mm high

BLEED
3 mm on each side to be trimmed

BASIC FONT
6 point Helvetica Neue. Compressed for classified adverts, only headlines bold

PRINTING PROCESS
Offset printing (max. 60 lines/cm, for adverts in the classified section max. 48 lines/cm).
There are no extra costs when sending files suitable for exposure for offset printing.

BOOKBINDING PROCEDURE
Perfect binding with head lay

JOB AND CLASSIFIED ADVERTISEMENT SECTION
Appears uniformly in the editions. The publication of advertisements with a total of less than 100 mm takes place exclusively in the classifieds section. This also applies to the publication of all advertisements whose contents are similar to classified adverts.

BANK DETAILS
Deutsche Apotheker- und Ärztebank Köln
Account no.: 0 101 107 410, BLZ 300 606 01
IBAN DE28 3006 0601 0101 1074 10
BIC 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.
## CIRCULATION AND DISTRIBUTION ANALYSIS

### CIRCULATION ANALYSIS

<table>
<thead>
<tr>
<th>Average number of copies (2nd quarter 2018)</th>
<th>Practice Edition (A)</th>
<th>Clinic Edition (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>129,092</td>
<td>187,003</td>
</tr>
<tr>
<td>Actually distributed issues (ADI)</td>
<td>127,956</td>
<td>186,576</td>
</tr>
<tr>
<td>Paid circulation</td>
<td>126,145</td>
<td>186,345</td>
</tr>
<tr>
<td>Circulation sent abroad</td>
<td>8</td>
<td>–</td>
</tr>
<tr>
<td>Subscribed copies</td>
<td>126,136</td>
<td>186,344</td>
</tr>
<tr>
<td>Member portion of circulation</td>
<td>125,670</td>
<td>186,192</td>
</tr>
<tr>
<td>Retail sales</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Other sales</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Free copies</td>
<td>1,811</td>
<td>231</td>
</tr>
<tr>
<td>Remaining and archive copies</td>
<td>1,136</td>
<td>427</td>
</tr>
</tbody>
</table>

### Print run 2019

<table>
<thead>
<tr>
<th>Print run (2019)</th>
<th>Registered physicians</th>
<th>131,500 copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice edition (A)</td>
<td>GPs, practitioners, internal specialists</td>
<td>58,800 copies</td>
</tr>
<tr>
<td>Clinic edition (B)</td>
<td>Hospital physicians</td>
<td>189,000 copies</td>
</tr>
<tr>
<td>Practice/clinic combination (A+B)</td>
<td>Registered + hospital physicians</td>
<td>320,500 copies</td>
</tr>
<tr>
<td>API/clinic combination API+B)</td>
<td>General practitioners/ practitioners, internal specialists, hospital physicians</td>
<td>247,800 copies</td>
</tr>
<tr>
<td>Complete edition (ABC)</td>
<td>All employed physicians</td>
<td>375,500 copies</td>
</tr>
</tbody>
</table>

Source: IVW, as of 2nd quarter 2018
GROWTH OF COVERAGE
Practice edition (A); API edition

Source: Reader analysis of medical journals, LA-MED 2017; survey of registered general practitioners and internal specialists (GP study 2017)
Bleed sizes: additional 3 mm bleed margin at the outer edges. Special forms of advertising on request.
Please note the minimum size for advertisements in the editorial section: 100 mm.

**EDITORIAL ADVERTISING**
In principle, editorial advertising requires the consent of the publisher and must be labelled with the word “advertisement”. Advertisements must be designed so that they can be clearly differentiated from the text portion of the journal. Please send a sample at least five working days before the publisher’s closing date so the contents can be checked.

Editorial and scientific content on pharmaceutical products and medical products can only be published in the special publications of the Deutscher Ärzteverlag, which are published in the German Medical Journal, such as Themenreihe aktuell, LEHRE & PRAXIS and practice posters. You can find more information on page 14.

**COMBINATION DEUTSCHES ÄRZTEBLATT/ZM – ZAHNÄRZTLICHE MITTEILUNGEN**
The combination Deutsches Ärzteblatt/zm – Zahnärztliche Mitteilungen allows your advertising to reach all employed physicians and dentists in Germany simultaneously with a circulation of more than 440,000 copies.

Prices for the C edition on request
See separate media data for M edition prices.
INFORMATION ON INSERTS:
- Required circulation
  - Edition A: 131,500 copies; Edition B: 189,000 copies;
    Complete Edition: 375,500 copies. An additional 2% subsidy each
  - Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
  - Attached advertisements are only possible with prior consultation.
  - Inserts are not discounted.
  - Inserts must be designed so that they can be clearly differentiated from the text portion of the journal.

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

INSERT NOTE
A note regarding the insert will be included in the advertising section free of charge.

ATTACHED PRODUCT SAMPLES
Prices on request with the submission of a final sample.

PRICES

<table>
<thead>
<tr>
<th></th>
<th>up to 25 g*</th>
<th>more than 25 g; up to 50 g*</th>
<th>more than 50 g*</th>
</tr>
</thead>
<tbody>
<tr>
<td>fewer than 30,000 copies</td>
<td>€ 214.–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>up to fewer than 59,000 copies</td>
<td>€ 194.–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>up to fewer than 80,000 copies</td>
<td>€ 174.–</td>
<td>€ 184.–</td>
<td>–</td>
</tr>
<tr>
<td>up to fewer than 100,000 copies</td>
<td>€ 154.–</td>
<td>€ 164.–</td>
<td>–</td>
</tr>
<tr>
<td>up to fewer than 175,000 copies</td>
<td>€ 144.–</td>
<td>€ 154.–</td>
<td>–</td>
</tr>
<tr>
<td>up to fewer than 400,000 copies</td>
<td>€ 134.–</td>
<td>€ 144.–</td>
<td>–</td>
</tr>
<tr>
<td>400,000 copies or more**</td>
<td>€ 124.–</td>
<td>€ 134.–</td>
<td>–</td>
</tr>
<tr>
<td>Postcard***</td>
<td>€ 54.–</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

* Price per thousand
** Price for the manufacture of inserts for a combination of Deutsches Ärzteblatt complete edition + M edition by the publisher on request
Competitive exclusion can not be guaranteed. We retain the right of multiple allocation.
*** In conjunction with a 1/1 ad page

Minimum order is 20,000 copies. Current circulation figures available on request.
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.

Sizes
- Maximum 195 × 275 mm or folded to that size, no leporello.
INFORMATION ON BOUND INSERTS:
- Required circulation
  - A edition: 131,500 copies; B edition: 189,000 copies;
  - Complete edition: 375,500 copies. An additional 2% subsidy each
- Submission of a final sample is required for the order to be accepted and confirmed by the publisher.
- Attached advertisements are only possible with prior consultation.
- Bound inserts are not discounted.
- Bound inserts must be designed so that they can be clearly differentiated from the text portion of the journal.

TECHNICAL INFORMATION
Prices apply for all bound inserts that can be processed without additional time required (by machine): Double-sided insert (one sheet) without attached or affixed reply card or samples of products. Bound inserts that cannot be processed by machine or that are printed on any material other than paper can only be accepted once the publisher receives prior approval from the post office. When designing the bound inserts, please ensure that none of the fonts or images cross folds that would be disturbed by the milling of the bleed margin. A milling zone of 3.5 mm in the binding must be taken into account.

SIZES
1 sheet = (2 pages) untrimmed, 213.5 × 286 mm

TRIMMING DIAGRAM

---

<table>
<thead>
<tr>
<th>PRICES</th>
<th>Practice edition (A)</th>
<th>Clinic edition (B)</th>
<th>Complete edition (ABC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>double-sided, price per tsd</td>
<td>€ 165</td>
<td>€ 145</td>
<td>€ 110</td>
</tr>
</tbody>
</table>

Prices for 4, 6 or 8 page bound inserts on request.
For bound inserts with an editorial design, please note our specifications on paperweight on p. 9: Minimum weight of bound inserts 90 g/m². Prices for paper weight of more than 115 g/m² on request.
DIGITAL PRINTING DOCUMENTS

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

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

TRANSMISSION BY EMAIL
Please always send the data compressed as a ZIP file:
Text section ads: rumrich@aerzteverlag.de

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

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

COLOR SPACE
The data should be in the CMYK colour space. Any special colours (to be discussed with the publisher!) must be correctly named (HKS or Pantone). If you would like to work in the media-neutral LAB colour space, please pay for a proof in order so that the print results may be checked in advance. Because conversion to CMYK colour space requires a lot of intervention in your data, neither the publisher nor the printer can guarantee the correct colour reproduction without the printing approval of this proof.

DESIGN
Please do not add any additional texts to your document – they will otherwise be printed. If you would like to send us additional information, simply send it to us by e-mail. Please generate the PDF without register marks for page proportionate advertisements. Please create full-page advertisements that are to be trimmed with trim marks and bleed.

WARRANTY/ADDITIONAL COSTS
Only the data on the data medium can also be exposed. The publisher accepts no liability for deviations in texts, images and colours. Incorrect exposures on the basis of incomplete or erroneous files, incorrect settings or incomplete information are still charged. This also applies for additional type or litho work as well as for the creation of incorrect proofs.
INSERTS AND BOUND INSERTS

Inserts and bound inserts must arrive at least two weeks before the publication date of the insert with no freight charges:

L. N. Schaffrath GmbH & Co. KG
DruckMedien
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.

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.

BANNERS

Banners must be sent at least five days before online placement to: minschke@aerzteverlag.de
TOPIC SERIES IN THE DEUTSCHER ÄRZTEBLATT
The Topic Series of the Deutscher Ärzteverlag offers you the opportunity to place your specialist information as an insert or a attached insert in a highly valuable editorial environment.

Scope: from 2 to 12 pages (attached insert possible with at least 4 pages)
Circulation as an insert/attached insert in the German Medical Journal and distribution by the sales force
Implementation time: approx. 1.5 months
Costs starting at approx. € 9,500

You can choose from the following options:

TREATMENT NOW
- Overview of a particular indication
- Structured and practice-oriented presentation/comparison/discussion of one or more treatment options

STUDIES NOW
- Summary/editing/presentation of studies, meta-analyses, etc.
- A summary of the most important information, also commented on, on request: Study design, development of the study, results, adverse effects, summary

CONGRESSES NOW
- Editorial reporting on congresses/symposia/other events
- Possible support with interviews with speakers or opinion makers
- Reports made available to all desired physician groups

CASES NOW
- Presentation of one or more cases/case histories including treatment, etc.
- Including comments on request

PREVENTION NOW
- Presentation of important topics relating to prevention, diagnosis and prevention
- Presentation of studies and interviews
- Structured overview of current preventive measures, such as vaccinations, etc.

MANAGEMENT NOW
Presentation of important questions on
- Management
- Integrated care
- Networks
- Specialist practices
- Costs/benefits of surgical services
- Specialist training/Medical Management study programme
TEACHING & PRACTICE
The publisher-led and quotable special publication TEACHING & PRACTICE offers you a wide range of communication opportunities. Your information will be published as high-level scientific research as a supplement in the German Medical Journal. In this publication, your opinion leaders are the authors/publisher.
Implementation time: approx. 4–5 months
Price: starting at approx. € 20,000

TEACHING & PRACTICE COMPACT
With the extension of the LEHRE & PRAXIS with a CME questionnaire, you provide your target group with a certified training tool with up to 3 CME points. The questions are answered online and sent electronically to the relevant medical association. The training unit is active for 12 months.
Implementation time: approx. 6 months
Price: starting at approx. € 12,000

TEACHING & PRACTICE CASE HISTORIES
By presenting real case studies, the publisher-managed special publication TEACHING & PRACTICE Case Histories provides a practical overview for the diagnosis and treatment of certain disease pathologies seen in the clinic and practice. Publish interesting cases as a supplement or attached insert in the German Medical Journal and have them distributed by your sales force.
Implementation time: approx. 4–5 months
Price: starting at approx. € 20,000

PRACTICE POSTERS
The ideal publication for doctor and patient communication. In the inner section, the doctor receives 2–3 pages of technical information. The poster image is on the back for discussion with the patient.
Implementation time: approx. 2 months
Price: starting at approx. € 12,000

EXPERT ROUNDTABLE
Experts from clinics and practices report on and discuss the topics you request at our publishing house. The results are then prepared as a special publication, and the German Medical Journal transports them to your target group.
Price on request

VIDEO INTERVIEWS/WEBCASTS
Video interviews and webcasts are the ideal complement to your on-site events. The video interview with your key opinion leader will bundle key issues, results and measures on your topic.
As a further option, the Deutsche Ärzteverlag provides you with the recording of the lectures as webcasts.
Implementation time: approx. 3 weeks
Price on request
PATIENT BOOKLET
With the patient booklet you have the possibility to transmit your relevant patient information directly to the attending physician via the German Medical Journal. The doctor receives one copy for viewing and can order 50 free copies for his practice from Deutscher Ärzteverlag. A 4-page THEME SERIES serves as a basic publication or carrier medium for the glued-on booklet (format: 10.5 × 14.8 cm). The booklet can contain a minimum of 12 to a maximum of 20 pages.
Implementation time: approx. 4–5 months
Price on request.

BLUE HAND INFORMATION
Officially approved training material – published in the German Medical Journal
With the Blue Hand Information you have the possibility of distributing "officially approved training material" to medical circles via the German Medical Journal. With the high reach of the German Medical Journal you can reach all professional doctors, so that you can comply with the information obligation imposed by the authorities.
Format and size on request.
Price on request.
<table>
<thead>
<tr>
<th>Layout</th>
<th>Target group</th>
<th>Insert/attached insert</th>
<th>Scope (pages)</th>
<th>Print run</th>
<th>Topic series as an insert (API and specialist selection)</th>
<th>TEACHING &amp; PRACTICE (API and specialist selection)</th>
<th>Practice posters (API and specialist selection)</th>
<th>Topic series as attached insert (API and specialist selection)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Scope: 2/4/6/8/12</td>
<td>Scope: 12/16/20/24</td>
<td>Scope: 2/4</td>
<td>Scope: 4/6</td>
</tr>
<tr>
<td>API (58,800)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>API + anaesthesiologists (73,050)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>API + dermatologists (63,300)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>API + diabetologists (59,900)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>API + gastroenterologists (61,100)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>API + gynecologists (73,300)</td>
<td></td>
<td></td>
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<td></td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>API + ENT (64,500)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>API + cardiologists (62,400)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>API + nephrologists (59,600)</td>
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<td></td>
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<td></td>
<td>✓</td>
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<tr>
<td>API + neurologists (70,800)</td>
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<td></td>
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<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>API + oncologists (62,400)</td>
<td></td>
<td></td>
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<td></td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>API + ophthalmologists (64,150)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>API + orthopaedists (68,900)</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
## Layout
Target group | Insert/attached insert | Scope (pages) | Print run
--- | --- | --- | ---

### Topic series as an insert (API and specialist selection)

<table>
<thead>
<tr>
<th>Topic series</th>
<th>Scope</th>
<th>TEACHING &amp; PRACTICE (API and specialist selection)</th>
<th>Practice posters (API and specialist selection)</th>
<th>Topic series as attached insert (API and specialist selection)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEACHING &amp; PRACTICE</td>
<td>2/4/6/8/12</td>
<td>12/16/20/24</td>
<td>2</td>
<td>4/6</td>
</tr>
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<td>Practice posters</td>
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### Scope

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<td>59,620</td>
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Cardiologists (5,900)  ✓  ✓  ✓  ✓  ✓
Nephrologists (1,900)  ✓  ✓  ✓  ✓  ✓
Neurologists (12,000)  ✓  ✓  ✓  ✓  ✓
Oncologists (7,200)   ✓  ✓  ✓  ✓  ✓
Ophthalmologists (5,350)  ✓  ✓  ✓  ✓  ✓
Orthopaedists (10,100) ✓  ✓  ✓  ✓  ✓
Paediatricians (12,700) ✓  ✓  ✓  ✓  ✓
Pathologists (820)    ✓  ✓  ✓  ✓  ✓
Pneumologists (2,500)  ✓  ✓  ✓  ✓  ✓
Psychiatrists and child psychiatrists (11,600) ✓  ✓  ✓  ✓  ✓
Radiologists (4,450)  ✓  ✓  ✓  ✓  ✓
Rheumatologists (1,350) ✓  ✓  ✓  ✓  ✓
Urologists (4,450)    ✓  ✓  ✓  ✓  ✓
BRIEF DESCRIPTION
The supplement series of the German Medical Journal “Perspektiven” deals with current topics in the following fields: Dermatology, Diabetology, Infectiology & Immunology, Cardiology, Neurology, Oncology as well as Pneumology & Allergology. With these compact overviews as an insert in the German Medical Journal, specialists and general practitioners receive a differentiated and scientific compendium with direct reference to everyday practice. In addition, the respective issues are usually published in chronological context to the relevant trade congresses.

SIZE
200 mm wide, 275 mm high

PREFERRED PLACEMENTS
Cover pages: € 7,680

Advert sizes and prices (4 colours)

<table>
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<th>Size</th>
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<tr>
<td>1/1 page</td>
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</tr>
<tr>
<td>1/2 page</td>
<td>€ 3,750</td>
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* Bleed sizes: additional 3 mm bleed on each page to be trimmed

SPECIAL ADVERTISING FORMATS
Gatefolder: Inside cover with inner flap
1/1 page 4 colours

Size: 97 × 275 mm
+ 3 mm margin each page to be cut

Flap: 1/2 page, 4 colours, double-sided
Size: 95 × 275 mm
+ 3 mm margin each page to be cut

Prices on request
### THE SUPPLEMENT SERIES IN THE GERMAN MEDICAL JOURNAL

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<th>Event</th>
<th>Target group</th>
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<th>Publication date</th>
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* if necessary, plus congress expenses
The responsive website of the German Medical Journal is aimed at all doctors. It supplements the contents of the journal and expands them by numerous offers in the areas of information and service. The portal offers daily news, the possibility of certified online further training based on CME, discussion forums, blogs, an online archive of all editorial contributions since 1973 as well as a current job market with targeted search tools and application possibilities. In addition, a newsletter provides information by e-mail five times a week (Monday to Friday) about the latest news from the categories politics, medicine, medical profession, universities, abroad and about news from the Internet services of the German Medical Journal. aerzteblatt.de is also available as a free iPhone app and Android app for on the go.
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The Aerzteblatt newsletter is published 5 times a week, Monday to Friday and reaches the medical readership directly in their e-mail inbox. The average number of newsletter subscribers is 29,300.

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NEWSLETTER EPAPER NOTIFICATION*
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File type: HTML5; ClickTag support; max. size: 120 KB
Alternative graphics: GIF/JPG

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<th>Advertisement deadline at 10 a.m.</th>
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<th>In the editions/physician target groups</th>
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Zytostatika

Fachärztinnen und Fachärzte

Kammerwahl 2018: Nephrologie

Schwerpunkt

Bei Pat. mit Asthma, die eine akute Infektion des Respirationstraktes haben, soll der Beginn der Behandlung. Pat., die in den letzten 3 Monaten eine schwere Asthma-Exazerbation hatten,zMDDÄ901

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Prof. Dr. Dr. Hans-J. Welkoborsky

Schriftleitung:

Bonn

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Die Zeitschrift der Ärzteschaft  | Gegründet 1872 Ausgabe M | 2018

Ambulant erworbene Pneumonie beim Erwachsenen Seite 44

Rechtssicherheit für die Ärzte schaffen Seite 13

2018 | 43. Jahrgang

Zentralvenöse Katheterisierung

Zentralvenöse Katheter empowerment

Herzchirurgie

THEMENHEFT

Kinder-

8. JAHRGANG

DIVI3/2018

Intensivmedizinischer Lufttransport

zum Glück nie im Einsatz

Zentrale Venenkatheter - Empowerment

Hüftschmerz im Kindesalter

SEITE 4

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SEITE 26

Frakturversorgung

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121. Deutscher Ärztetag

Diskutieren mit gesundheitsbezogenen Berufsverband der Hals-Nasen-Ohrenärzte e.V.

Fachärztinnen und Fachärzte

Kammerwahl 2018:

Nephrologie

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Fachärztinnen und Fachärzte

Kammerwahl 2018:

Nephrologie

Schwerpunkt