MEDIA INFORMATION 2019
Deutsches Ärzteblatt
Job Market and Classified Adverts

www.aerzteverlag-media.de
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**JOB MARKET AND CLASSIFIED ADVERT SALES**

**SALES JOB MARKET**

**North Region (PC 0–3)**
Alfred Friedrich
Phone +49 (0) 2234 7011-247
friedrich@aerzteverlag.de

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daniel@aerzteverlag.de

**South Region (PC 7–9) + CH + A**
Stefan Pankalla
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**SALES CLASSIFIED MARKET**
Birgit Schäfer
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**KEY ACCOUNT MANAGEMENT**

**JOB MARKET**

**North/East Region (PC 0–5)**
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**EDITORIAL DEPARTMENT**

**Editor-in-Chief**
Egbert Maibach-Nagel
Phone +49 (0) 30 246267-0
Fax +49 (0) 30 246267-20
maibach-nagel@aerzteverlag.de
BRIEF DESCRIPTION
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 only title in the specialist medical press to address all working physicians in the Federal Republic of Germany. The aim of the editors is to inform physicians competently and objectively. The editorial content in particular offers:
- current reports on professional, health and social policy
- current, practice-oriented medical education
- scientific contributions to medicine
- notifications from the publisher
- current, practical reports on industry and pharmaceutical research
- further contributions on management topics from clinic and practice
- 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. The respective issues can be booked separately or in combination. The job and classified ad section appears uniformly in all editions. In combination with the zm – Zahnärztlichen Mitteilungen published by the same publisher, it is possible to simultaneously advertise to all working doctors and dentists in Germany.

TARGET GROUP
All employed physicians in the Federal Republic of Germany. We have three editions to reach them:
- Edition A: Practice edition (registered physicians)
- Edition B: Clinic edition (hospital physicians)
- Edition C: All other physicians

For non-employed, retired and other physicians working in other non-medical areas there is a different monthly edition M. There are separate media data available for this.

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

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

PUBLISHING HOUSE
Deutscher Ärzteverlag GmbH
Dieselstraße 2 | 50859 Köln (Germany)
Postfach 40 02 54 | 50832 Köln (Germany)

INTERNET ADDRESS (URL)
www.aerzteverlag.de
www.aerzteverlag-media.de
www.aerzteblatt.de
www.aerztestellen.de
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. Advertisements with a total size of less than 100 millimetres are published exclusively in the classified advertising section. This also applies to the publication of all advertisements whose content relates to classifieds.

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 ANALYSIS

<table>
<thead>
<tr>
<th>Average number of copies (2nd quarter 2018)</th>
<th>Complete edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>368,996</td>
</tr>
<tr>
<td>Actually distributed issues (ADI)</td>
<td>367,101</td>
</tr>
<tr>
<td>Paid circulation</td>
<td>364,906</td>
</tr>
<tr>
<td>Circulation sent abroad</td>
<td>163</td>
</tr>
<tr>
<td>Subscribed copies</td>
<td>364,830</td>
</tr>
<tr>
<td>Member portion of circulation</td>
<td>364,083</td>
</tr>
<tr>
<td>Retail sales</td>
<td>—</td>
</tr>
<tr>
<td>Other sales</td>
<td>76</td>
</tr>
<tr>
<td>Free copies</td>
<td>2,195</td>
</tr>
<tr>
<td>Remaining and archive copies</td>
<td>1,895</td>
</tr>
</tbody>
</table>

Source: IVW, status: 2nd quarter 2018

### German Medical Journal – Clinic edition (RPI range)

<table>
<thead>
<tr>
<th></th>
<th>0</th>
<th>20</th>
<th>40</th>
<th>60</th>
<th>80</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>All hospital physicians</td>
<td>66.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ward and resident physicians</td>
<td>63.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Head and senior physicians</td>
<td>74.2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

LA-MED specialist study 2018
TARGET GROUP
Employed physicians

PRINT RUN
368,996 copies

RANGE
66.9% of all hospital physicians
74.2% of all head and senior physicians
63.4% of all ward and resident physicians
(LA-MED specialist study 2018)

ADVERT DEADLINE
Wednesday 10 a.m.
Please note holiday-related rescheduling.

FINAL DEADLINE FOR RECEIPT OF PROOF PRINTS
1 working day before the advertisement deadline

TYPE AREA
186 mm wide; 260 mm high
1 column = 45 mm; 2 columns = 92 mm; 3 columns = 139 mm; 4 columns = 186 mm

<table>
<thead>
<tr>
<th>Reduced mm price for job adverts b+w, 2/3/4 colours*:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Job offers</strong></td>
</tr>
<tr>
<td>Management</td>
</tr>
<tr>
<td>Science/research</td>
</tr>
<tr>
<td>Abroad</td>
</tr>
<tr>
<td>Personal image advert</td>
</tr>
<tr>
<td>Agency offers</td>
</tr>
<tr>
<td><strong>Job/Agency requests</strong></td>
</tr>
<tr>
<td><strong>Online job markets</strong></td>
</tr>
<tr>
<td><strong>Top-Job placement as a teaser in the table of contents of PHYSICIAN JOBS (ÄRZTESTELLEN)</strong></td>
</tr>
</tbody>
</table>

The above prices include additional publication of the advertisement on www.aerztestellen.de

Advertisements are placed and calculated according to text content.
* Minimum size for colour adverts: 30 mm
  Colour printing from the European scale according to DIN 16539. Colour sequence black, cyan (HKS 47), magenta (HKS 25), yellow (HKS 3)
** no discounts
PRICES AND SIZES (WIDTH × HEIGHT)

**JOURNAL SIZE**
207 × 280 mm

**BLEED**
3 mm on each side to be trimmed

**TYPE AREA**
186 × 260 mm
Total of 1,040 mm

**COLUMN WIDTH**
1 column = 45 mm; 2 columns = 92 mm; 3 columns = 139 mm; 4 columns = 186 mm

**BLEED SIZES**
(including 3 mm bleed margin)
1/1 page = 213 × 286 mm
1 1/2 page = 317 × 286 mm
2 pages = 420 × 286 mm

Switch to greater value to increase responses! The job offer with an additional upgrade at a special price.

For more information, call +49 (0) 2234 7011-250
KLINIK INSIGHT
The new employer supplement Klinik Insight offers you the opportunity to place your clinic profile as a supplement in the high-quality editorial environment of the German Medical Journal/clinic edition.

SCOPE AND PRICE
- Editorial creation of a 2- or 4-page supplement by a journalist including layout design
- Correction and release loop
- Printing and publication of the supplement (188,000 copies) in the clinic edition of the German Medical Journal (Deutsches Ärzteblatt)
- Additional special print possible for your individual use
- Price: 2-page clinic profile: € 14,950, 4-page clinic profile: € 22,125

ADVERTORIAL “IM FOCUS”
The Advertorial “Im Focus” offers you a content-oriented and attention-grabbing form of communication with hospital doctors! Placed prominently in the job market, it strengthens your employer branding in addition to your medical job advertisements in the German Medical Journal.

SCOPE AND PRICE
- Editorial preparation of your topic including layout design in a tabular grid
- Correction and release loop
- Placement: Prominently in the job market of the German Medical Journal as well as online on the homepage www.aerztestellen.de
- Format: 1/2 page horizontal, unit price: € 3,900 (quantity discounts on request)
# PRICES AND FORMATS TO GET MORE ATTENTION

<table>
<thead>
<tr>
<th><strong>Online job market</strong>*</th>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online First – Job advertisement already 2 days after advertising deadline (incl. a maximum of 3 tags on specialist area, function, region)</td>
<td>6 weeks</td>
<td>Included in print price</td>
</tr>
<tr>
<td>Additional categorisation – Additional tags on specialist area, function, region</td>
<td>6 weeks</td>
<td>€ 290.–</td>
</tr>
<tr>
<td>Top-Job of the Week – your premium placement; prominent placement on the home page and in the results list as well as in the newsletters</td>
<td>7 days</td>
<td>€ 370.–</td>
</tr>
<tr>
<td>Refresher – Date update during runtime: Your online job ad is again well ahead of the result list, price per position</td>
<td>7 days (within the 6 weeks)</td>
<td>€ 460.–</td>
</tr>
<tr>
<td>Employer video</td>
<td>3 months 12 months</td>
<td>€ 750.– € 2,500.–</td>
</tr>
<tr>
<td>Conceptualisation, planning, filming and production of your employer videos in one place. We can help you.</td>
<td>on request</td>
<td></td>
</tr>
<tr>
<td>Clinic profile – Your career website on aerztestellen.de</td>
<td>3 months 12 months</td>
<td>€ 750.– € 2,500.–</td>
</tr>
<tr>
<td>Job adverts for young physicians (residents/physicians in training) on <a href="http://www.operation-karriere.de">www.operation-karriere.de</a></td>
<td>6 weeks</td>
<td>€ 250.–**</td>
</tr>
</tbody>
</table>

* The online job adverts can be made available as PDF or html files.
* The www.aerztestellen.de online job market can only be used in the print/online combination. The range you need!
** In combination with the German Medical Journal and aerztestellen.de
HOSPITAL PORTRAIT
Your employer appearance on aerztestellen.de - „Clinics introduce themselves“. Advertise with your employer advantages and present yourself individually in text and image!

YOUR ADVANTAGES:
- Structured presentation of your clinic profile:
  - Short description/
  - Our Values/Social benefits/Network/Locations
  - Integration of pictures and your company logo
  - Contact details of your company and contact person for personnel
  - Link to your job advertisements on aerztestellen.de
  - Reference to your clinic portrait in the current job advertisements
  - Integration of your employer video!
- Price:
  - Clinic portrait 3 months: € 750.–
  - Clinic portrait 12 months: € 2,500.–

EMPLOYER VIDEO*
Do you have an image video of your clinic? Use the top placement as employer video on the homepage of aerztestellen.de to present your clinic in the moving image!

YOUR ADVANTAGES:
- Top placement and unique position of your image videos on the homepage of aerztestellen.de
- Optimal range reinforcement of your image videos
- Installation of your image video uploaded to YouTube or transmission of the video by file (max. 100 MB).
- Price for individual booking of the employer video:
  - Employer video 3 months: € 750.–
  - Employer video 12 months: € 2,500.–
### ADVERTISEMENT PACKAGES: WITH EVEN MORE RANGE...

Our services for your chief, senior and specialist search

<table>
<thead>
<tr>
<th>Package 1</th>
<th>Package 2</th>
<th>Package 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print job advertisement 1/4 page 4c in the German Medical Journal, 1 position</td>
<td>Print job advertisement 1/2 page 4c in the German Medical Journal, 1 position</td>
<td>Print job advertisement 1/2 page 4c in the German Medical Journal, 2 positions</td>
</tr>
<tr>
<td>Premium HTML job advertisement in responsive format on <a href="http://www.aerztestellen.de">www.aerztestellen.de</a> and mobile</td>
<td>Premium HTML job advertisement in responsive format on <a href="http://www.aerztestellen.de">www.aerztestellen.de</a> and mobile</td>
<td>Premium HTML job advertisement in responsive format on <a href="http://www.aerztestellen.de">www.aerztestellen.de</a> and mobile</td>
</tr>
<tr>
<td>Duration 6 weeks, categorised by function, subject area and region</td>
<td>Duration 6 weeks, categorised by function, subject area and region</td>
<td>Duration 6 weeks, categorised by function, subject area and region</td>
</tr>
<tr>
<td>Online first publication, 7 days earlier than print</td>
<td>Online first publication, 7 days earlier than print</td>
<td>Online first publication, 7 days earlier than print</td>
</tr>
<tr>
<td>Refresher after 14 days</td>
<td>Refresher after 14 days</td>
<td>Refresher after 14 days</td>
</tr>
<tr>
<td>JobMail service newsletter, sent to an average of 24,500 subscribers</td>
<td>JobMail service newsletter, sent to an average of 24,500 subscribers</td>
<td>JobMail service newsletter, sent to an average of 24,500 subscribers</td>
</tr>
<tr>
<td><strong>Total price:</strong> € 4,990.–</td>
<td><strong>Total price:</strong> € 8,400.–</td>
<td><strong>Total price:</strong> € 9,300.–</td>
</tr>
</tbody>
</table>
### Advertisement Packages: With Even More Range...

Our services for your chief, senior and specialist search

<table>
<thead>
<tr>
<th>Package 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print job advertisement 1/4 page 4c in the German Medical Journal, 1 position</td>
</tr>
<tr>
<td>HTML job advertisement in responsive format on <a href="http://www.aerztestellen.de">www.aerztestellen.de</a> and mobile</td>
</tr>
<tr>
<td>Duration 6 weeks, categorised by function, subject area and region</td>
</tr>
<tr>
<td>Online first publication, 7 days earlier than print</td>
</tr>
<tr>
<td>JobMail service newsletter, sent to an average of 24,500 subscribers</td>
</tr>
<tr>
<td>HTML job advertisement in responsive format on <a href="http://www.operation-karriere.de">www.operation-karriere.de</a></td>
</tr>
<tr>
<td>Duration 6 weeks, categorised by function, subject area and region</td>
</tr>
<tr>
<td><strong>Total price: € 3,600.–</strong></td>
</tr>
</tbody>
</table>

Optional: Premium HTML job advertisement in responsive format on www.aerztestellen.de and mobile

| **Total price: € 4,700.–** |
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.
BANNER PRICES AND FORMATS

**SKYSCRAPER***
120 × 600 or 160 × 600 px – max. file size 40 KB
CPT € 95.– Category booking
CPT € 75.– Website rotation (ROS)

**HALFPAGE AD**
300 × 600 px – max. file size 40 KB
CPT € 140.– Category booking
CPT € 110.– Website rotation (ROS)

**SUPERBANNER***
728 × 90 px – max. file size 40 KB
CPT € 95.– Category booking
CPT € 75.– Website rotation (ROS)

**WALLPAPER (TOP BANNER + SIDE BANNER)**
728 × 90 px + 120 × 600 px,
max. file size 40 KB je Datei
CPT € 140.– Category booking
CPT € 110.– Website rotation (ROS)

**MEDIUM RECTANGLE***
300 × 250 px – max. file size 40 KB
CPT € 125.– Category booking
CPT € 90.– Website rotation (ROS)

**BILLBOARD**
775 – 920 × 250 px – max. file size 80 KB
CPT € 140.– Category booking
CPT € 110.– Website rotation (ROS)

*HWG-compliant banner delivery possible on request.
BANNER IN THE NEWSLETTER

NEWSLETTER AERZTEBLATT.DE
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.

CONTENT BANNER
468 × 60 px – max. file size 60 KB
Placement after the 5th or 8th message
CPT € 90.–

NEWSLETTER JOBMAIL SERVICE
The JobMail Service newsletter is distributed 44 times per year on Fridays when the job advertisements on aerztestellen.de go online. The average number of recipients is 24,500.

CONTENT BANNER
468 × 60 px – max. file size 60 KB
Placement after the 1st message
CPT € 90.–

NEWSLETTER EPAPER NOTIFICATION*
The ePaper notification is sent 44 times per year on Fridays (or Mondays with double issues) on the day of publication of the respective issue of the German Medical Journal. The average number of newsletter subscribers is 20,300 recipients.

CONTENT BANNER
468 × 60 px – max. file size 60 KB
Placement after the teased articles
CPT € 90.–

BANNER IN IPHONE APP, ANDROID APP

CONTENT BANNER
300 × 50 px – max. file size 60 KB
Placement after the 5th or 8th message
CPT € 60.–

INTEGRATED BANNER
300 × 50 px – max. file size 60 KB
CPT € 60.–

* HWG-compliant banner delivery possible on request.
TECHNICAL SPECIFICATIONS
Any advertising material requires the coordination with Deutsches Ärzteverlag or Business Advertising. The publisher has the right to reject advertising material that is not designed according to specifications, is incorrectly programmed or is aimed at misleading or massively disturbing the user.

LEAD TIME AND DELIVERY
Lead time for delivery of AdServer redirects/standard formats:
5 working days

Non-Health: Health:
Delivery of advertising material: banner@businessad.de minschke@aerzteverlag.de
Your contact: admanagement@businessad.de

FILE FORMAT AND FILE WEIGHT
File type: HTML5; ClickTag support; max. size: 120 KB
Alternative graphics: GIF/JPG

For technical questions please contact:
admanagement@businessad.de
JOB MARKET – YOUNG PROFESSIONALS

Operation Karriere is the leading young professional congress for medical students, resident physicians and young hospital physicians. Our event series in six university cities provides the perfect opportunity to get to know employers from clinics, companies, the health sector and associations and establish valuable contacts.

The career portal on www.operation-karriere.de offers a job market with vacancies for resident physicians/physicians in training, clinical traineeships, intern positions, scholarships and student jobs. Current topics, interesting information and background on the medical career path as well as congress reports are published in the four categories of “Medical Studies”, “Resident Physician”, “Application & Career Start” and “Physician by Profession”. For more information on advertising opportunities on www.operation-karriere.de, please refer to the separate media data on Operation Karriere.

Reserve or book your exhibition stand for the following locations and dates:

<table>
<thead>
<tr>
<th>Dates</th>
<th>Venue</th>
<th>Registration deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sa 02.02.2019</td>
<td>Campus Westend Johann Wolfgang Goethe University</td>
<td>Fr 02.11.2018</td>
</tr>
<tr>
<td>Sa 18.05.2019</td>
<td>Ruhr University Bochum</td>
<td>Fr 15.02.2019</td>
</tr>
<tr>
<td>Fr 14.06.2019</td>
<td>Universität Clinic Hamburg-Eppendorf</td>
<td>Fr 15.03.2019</td>
</tr>
<tr>
<td>Fr 05.07.2019</td>
<td>Konferenzzentrum München</td>
<td>Fr 05.04.2019</td>
</tr>
<tr>
<td>Sa 09.11.2019</td>
<td>KOMED-Konferenzbereich in the MediaPark</td>
<td>Fr 09.08.2019</td>
</tr>
<tr>
<td>Sa 30.11.2019</td>
<td>dbb forum Friedrichstraße</td>
<td>Fr 30.08.2019</td>
</tr>
<tr>
<td>Sa 07.12.2019</td>
<td>SRH-Hochschule</td>
<td>Fr 06.09.2019</td>
</tr>
</tbody>
</table>

We recommend registering your exhibition stand early. Spaces for stands are normally booked up well before the deadline. For more information and detailed exhibitor information, go to www.operation-karriere.de.

OPERATION KARRIERE – THE YOUNG PROFESSIONAL CONGRESS

- The presentations provide specific information about important sections of university medical studies, career opportunities as a physician, occupation-specific fields and many opportunities for further education.
- Additional workshops provide valuable knowledge and practical tips on topics such as education and training, the job search and application strategies. Small group work ensures efficient and intensive discussions on the professional issues that move young physicians and medical students.
- A large accompanying career fair fills out the scope of Operation Career. Personnel experts from potential employers are on hand for the first conversation about your company and to provide insights.
Basic price (per mm) for the 45-mm-wide millimeter advert

<table>
<thead>
<tr>
<th>Category</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic price (per mm) for the 45-mm-wide millimeter advert</td>
<td>€ 13.50</td>
</tr>
</tbody>
</table>

Reduced mm price for adverts in the following categories (b+w, 2/3/4 colours)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential establishment offers (only for cities and municipalities)</td>
<td>€ 12.90</td>
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<td>Outpatient/ward cooperation Associations</td>
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<td>Practice Dissolution – Clinical Practice Dissolution – Practices Abroad – Practice Offices – Practice Advice/Management – Practice Facilities/Needs – Practice Data Entry</td>
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<td>Training and Further Education</td>
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<td>Calendar entry up to 21 mm, b+w</td>
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<tr>
<td>Calendar entry up to 31 mm, b+w</td>
<td>€ 280.–</td>
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<tr>
<td>Leisure/Marriage/Partnership</td>
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<tr>
<td>Capital market – Real estate market</td>
<td>€ 9.60</td>
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<tr>
<td>Art/Antiques</td>
<td>€ 9.60</td>
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<tr>
<td>Courses</td>
<td>€ 9.60</td>
</tr>
<tr>
<td>Travel – Clinics/Resorts/Sanatoriums</td>
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</tr>
<tr>
<td>Miscellaneous – University Law</td>
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<tr>
<td>Miscellaneous – University Law</td>
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<tr>
<td>Private family adverts (congratulations, anniversaries, obituaries)</td>
<td>€ 3.95</td>
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</table>

Ads are placed and calculated according to text content.

** Minimum size for colour adverts: 30 mm; colour printing from the Europe scale according to DIN 16539; colour sequence: black, cyan, magenta, yellow

* no discounts
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:
Job adverts: stellenanzeigen@aerzteverlag.de
Classified adverts: rubrikanzeigen@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 that the print results can be checked in advance. Since the conversion to CMYK color space requires massive intervention in your data, neither the publisher nor the printer can guarantee correct color reproduction without approval for printing 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.
<table>
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<th>Issue no.</th>
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<th>Advertisement deadline at 10 a.m.</th>
<th>Supplements and special topics</th>
<th>In the editions/physician target groups</th>
<th>Advertisement deadline at 10 a.m.</th>
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## Schedule and Terms and Conditions

### Issue No. | Date of Publication | Advertisement Deadline at 10 a.m. | Supplements and Special Topics | In the Editions/Physician Target Groups | Advertisement Deadline at 10 a.m.
---|---|---|---|---|---
43 | Fr 25.10.2019 | Mi 16.10.2019 | Perspectives of Diabetology II | Diabetologists + API | 07.10.2019
44 | Fr 01.11.2019 | Mi 23.10.2019 |  |  | 
45 | Fr 08.11.2019 | Di 29.10.2019 | Focus on Cardiology Special Pages MEDICA | Practice/clinic |  
46 | Fr 15.11.2019 | Mi 06.11.2019 | Perspectives of Oncology II | Oncologists + API | 28.10.2019
47 | Fr 22.11.2019 | Mi 13.11.2019 | Focus on Diabetology |  | 
48 | Fr 29.11.2019 | Mi 20.11.2019 | Focus on Oncology |  | 
49 | Fr 06.12.2019 | Mi 27.11.2019 | Perspectives of Pneumology & Allergology II | Pneumologists + API | 18.11.2019
50 | Fr 13.12.2019 | Mi 04.12.2019 | Focus on Cardiology |  | 

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