

Rates and Data

Effective October 2011

klinikarzt
Medizin im Krankenhaus

Klinikarzt

Total print-run: 22.330

Published by: Karl Demeter Verlag im Georg Thieme Verlag Stuttgart
PO Box 30 11 20, 70451 Stuttgart, Germany

Frequency: monthly, at the end of each month

Publication language: German

Material requested: closed data formats (pdf/ PostScript)
e-mail, disk, CD-Rom and ISDN on request

Closing dates: 1st day of the month prior to publication
Deadline extensions: consult contact address.

| | | | |
|----------------|---------------------|--------------|----------------|
| Rates: | 1/1 page | 175 x 245 mm | 5.250 € |
| width x height | 1/2 page horizontal | 175 x 120 mm | 2.890 € |
| | 1/3 page vertical | 55 x 245 mm | 1.940 € |
| | 1/3 page horizontal | 175 x 55 mm | 1.940 € |
| | 1/4 page horizontal | 175 x 60 mm | 1.450 € |

Classified advertisements:
Column width 55 mm, number of columns 3, price per mm **3,00 €**
Box number **7,00 €**

Additional charge per color (no discount):
for standard colors **480 €**
for special colors **860 €**

Special placement charge: 2nd and 4th cover page 25 %
on black/white rate

| | | |
|-------------------|------------------|------------------|
| Discounts: | repeated: | multiple: |
| | 3 x 3% | 1 page 3% |
| | 6 x 5% | 3 pages 5% |
| | 12 x 10% | 6 pages 10% |
| | 18 x 15% | 12 pages 15% |
| | | 18 pages 20% |

Bound insert requirements (no discount):

| | | |
|-------------|-----------------|-----------------|
| Double page | 216 mm x 288 mm | 7.030 € |
| Four pages | 432 mm x 288 mm | 14.050 € |

Stock 80 lb coated or 70 lb uncoated. Consult publisher regarding non-regular inserts.

Loose Inserts: on request
Delivery address for inserts on request

Quantity delivered: 23.330 + 300 overprints

Journal format: 210 mm x 280 mm
Page stock: inside pages 60 lb matcoated, cover 80 lb

For trim size allow 5mm respectively.
Half tone requirements: 120 lines for body and covers

Printing process: offset
Binding: perfect

Contact and delivery address for material:

Thieme.media pharmedia
Anzeigen- und Verlagsservice GmbH
Rüdigerstraße 14
70469 Stuttgart
Germany
Phone: ++49-711-8931 461 Fax: ++49-711-8931 470

Important:
Please send the requested material as "commercial sample without value" for speedy clearance with custom authorities.



Thieme.media

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e-mail: Petra.Beutler@pharmedia.de