

Rate card Pharmazeutische Zeitung (No. 59) Pharmacist's Journal

Brief outline:

Pharmazeutische Zeitung (PZ) is the official press organ of the Confederation of German Pharmacist's Associations. It is distributed to all German pharmacies. Therefore, it is the most widely read medium for German pharmacists concerning healthcare and professional positions. Recognized experts present a political, medical, or pharmaceutical article as a cover story in every issue. Additionally, the readers obtain information on current pharmaceutical and medical topics, e.g. new medicinal agents. That's why the magazine fulfils an important task in the field of supplementary training for pharmacists. We also offer reports from all German federal states about economic, commercial, cultural, and legal topics. Our section »Forum« encourages readers to provide their opinion. An extensive service section helps to optimize working routines. Besides pharmacists in hospitals, public pharmacies and their employees PZ readers work in the: pharmaceutical industry, pharmaceutical wholesale businesses, scientific institutes, health offices, and politics.

Content:

Editorial, German pharmacist's Pharmaceutical Commission, press review, cover story, politics, pharmaceuticals, medicine, pharmacist's associations, law, economy and business, people, letters to the editor, newly approved drugs

Recipients:

Every public and hospital pharmacy and their employees, institutes, health offices, pharmaceutical industry and pharmaceutical wholesales.

Press organ:

Central press organ for the pharmacists of the Federal Republic of Germany

Publisher:

ABDA – Bundesvereinigung Deutscher Apothekerverbände
(Confederation of German Pharmacist's)

Publishing House/Advertising Department:

Avoxa – Mediengruppe Deutscher Apotheker GmbH
Pharmazeutische Zeitung – Anzeigenabteilung
Carl-Mannich-Straße 26, D-65760 Eschborn
www.avoxa.de
www.pharmazeutische-zeitung.de

Sales tax identification number:	DE 113848857
Commercial register:	Amtsgericht Frankfurt am Main, HRB 9085
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Publication frequency:	weekly, every Thursday
Print run:	34,455 copies (source IVW 1/2018)
Distributed edition:	34,165 copies (source IVW 1/2018) (print run control IVW)

Service: Reader Analysis LA-Pharm 2017
Size of magazine: 210 mm wide x 297 mm high
Non bleed: 160 mm wide x 252 mm high, 3 columns à 51 mm width

Formats:	width x height non-bleed in mm	width x height bleed in mm*	basic rate € 4c or b/w
Full Page:	160 x 252	210 x 297	6.440,00
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Two-Third	160 x 168	210 x 192	5.170,00
Half Page	160 x 126	210 x 148	3.890,00
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Quarter	160 x 63	210 x 81	1.950,00
Corner Two-Third Double:			
Column	105 x 175	131 x 192	3.560,00
Corner square	78 x 78	103 x 103	2.530,00

* additional 3 mm bleed per outer edge

All prices excluding VAT.

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Status as of: July 2018