

Rate Card Das Apotheken Magazin 2024

Short Characterization:

Das Apotheken Magazin (AM) is the customer magazine of ABDA the umbrella organisation of the Confederation of German Pharmacist's Associations. It has been a customer loyalty tool for more than 60 years. Designed by pharmacists, it addresses a wide range of public health issues.

AM is distributed for free in German pharmacies

Content:

Editorial / News / Your pharmacist informs you / Column: The specialists / Series on current health topics / Diabetics / Seniors / Young families / Traveling

Frequency:

monthly with two issues on the 1st and on the 15th

Publishing house:

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

Sales tax identification number: DE 113848857
Commercial register: Amtsgericht Frankfurt am Main, HRB 9085
Managing Director: Peter Steinke, Metin Ergül
Editorial department: Peter Erik Felzer, Rüdiger Freund (editor-in-chief)
Advertising Director: Ramona Luft-De Filippis

Organ:

ABDA the umbrella organization of the Confederation of German Pharmacist's Associations

Print run: 790.000 copies (IVW 04/2023)
Distributed copies: 773.538 copies (IVW 04/2023)
Distribution: nationwide in 3 000 pharmacies

Service: Reader Analysis Copytest 2022, AWA 2023, best4planning 2022
Size of magazine: 210 mm wide x 280 mm high
Non bleed: 191 mm wide x 258 mm high, 4 columns à 44 mm width

Advertising rates:

Format*	Type area Wide range x hight	Bleed (+4mm, all sides)	Price
1/1	191 x 258	210 x 280	19 900 €
3/4 vertical	142 x 258	153 x 280	14 925 €
3/4 horizontal	191 x 192	210 x 205	14 925 €
1/2 vertical	93 x 258	104 x 280	9 950 €
1/2 horizontal	191 x 127	210 x 137	9 950 €
1/3 vertical	60 x 258	70 x 280	6 635 €
1/3 horizontal	191 x 82	210 x 92	6 635 €
1/4 vertical	44 x 258	55 x 280	4 975 €
1/4 vertical	93 x 127	104 x 137	4 975 €
1/4 horizontal	191 x 61	210 x 70	4 975 €

*other formats on request

All prices excluding VAT.

Agency Commission: 15 %

Special advertising formats, inserts, brochures etc. on request

Cancellation deadline matches closing dates (in general 8 weeks in advance)

Closing dates: [https://avoxa.de/wp-content/uploads/Mediadaten_Das Apotheken Magazin 2024.pdf](https://avoxa.de/wp-content/uploads/Mediadaten_Das_Apotheken_Magazin_2024.pdf)

Printing Process: cover and contents sheet/roll offset, unicoloured and coloured

Binding: adhesive binding

Orders to: auftrag@avoxa.de

Printing documents: PDF document via e-mail: druckunterlagen@avoxa.de

A proof is compulsory (ISOcoatedV2)

Frequency		Quantity	
discount		discount	
3 ads	3 %		
6 ads	5 %	2 pages	5 %
12 ads	10 %	4 pages	10 %
18 ads	15 %	6 pages	15 %
24 ads	20 %	8 pages	20 %
36 ads	25 %	10 pages	25 %
48 ads	30 %	12 pages	30 %

Payment Terms: Net within 14 days of invoice date
automatic traffic transfer: 3 % discount

Banking: Deutsche Apotheker- und Ärztebank, Düsseldorf
Connections: BLZ 300 601 01 Account No. 0001086510
IBAN: DE35 3006 0601 0001 0865 10, BIC: DAAEDEDXXX

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Contact Advertising

Advertising Director: Ramona Luft- De Filippis, phone +49 6196 928-221
e-mail: r.defilippis@avoxa.de

Sales Print:

Advertising Sales Manager north:
Achim Heinemann, phone +49 6196- 928-231
e-mail: a.heinemann@avoxa.de

Advertising Sales Manager south:
Saasan Seifi: phone +49 6196 928-225
e-mail: s.seifi@avoxa.de

Simone Breuer
phone +49 6196 928-234
e-mail: s.breuer@avoxa.de

Online:

Anna Hutsch-Sengül, phone +49 6196 928-230
e-mail: a.hutsch-senguel@avoxa.de

Vera Noll, phone +49 6196 928-826
e-mail: v.noll@avoxa.de