

## Rate Card Neue Apotheken Illustrierte 2021

### Short Characterization:

Neue Apotheken Illustrierte (NAI) 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.

NAI 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 1<sup>st</sup> and on the 15<sup>th</sup>

### Publishing house:

Avoxa – Mediengruppe Deutscher Apotheker GmbH  
Pharmazeutische Zeitung – Anzeigenabteilung  
Carl-Mannich-Straße 26, D-65760 Eschborn  
[www.avoxa.de](http://www.avoxa.de), [www.aponet.de](http://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

### Organ:

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

**Print run:** 1 020 333 copies (IVW 02/2020)  
**Distributed copies:** 1 003 463 copies (IVW 02/2020)  
**Distribution:** nationwide in 3 200 pharmacies

**Service:** Reader Analysis Copytest 2019, AWA 2019, b4p 2019  
**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 high	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\\_Neue\\_Apotheken\\_Illustrierte\\_2021.pdf](https://avoxa.de/wp-content/uploads/Mediadaten_Neue_Apotheken_Illustrierte_2021.pdf)

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

**Binding:** adhesive binding

**Orders to:** [auftrag@avoxa.de](mailto:auftrag@avoxa.de)

**Printing documents:** PDF document via e-mail: [druckunterlagen@avoxa.de](mailto: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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**General standard terms and conditions:** <http://avoxa.de/datenschutzerklaerung/>

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ILLUSTRIERTE** 

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