Rate Card PTA-Forum No. 29

Short portrait of PTA-Forum

PTA-forum delivers freshly printed knowledge for pharmacy technicians 24 times a year under the device "Fitness for everyday pharmacy work". This is presented with informative illustrations and graphics in a modern layout. The well-founded articles are formulated in an understandable way and provide practical help for the consultation with customers - just as it is useful for committed PTA.

Depending on the season, typical diseases and the possibilities of self-medication are also taken up. With the focus issues, a collection of knowledge about seasonal advice grows piece by piece.

Publication frequency: 24 times a year
Print run: 32 378 (source IVW 04/2020)
Distributed edition: 31 294 (source IVW 04/2020) (print run control IVW)

Service: Reader Analysis LA-PHARM 2020
Size of magazine: 202 mmm wide x 295 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**
2nd Cover Page	160 x 252	202 x 295	5.730,00
4th Cover Page	160 x 252	202 x 295	5.730,00
Page 5, 7 and 9	160 x 252	202 x 295	5.730,00
Full Page:	160 x 252	202 x 295	4.770,00
Portrait formats:			
Two-Third	105 x 252	127 x 295	4.500,00
Half Page	78 x 252	100 x 295	3.400,00
One Third	51 x 252	72 x 295	2.250,00
Landscape formats:			
Two-Third	160 x 168	2020 x 188	4.500,00
Half Page	160 x 126	202 x 143	3.400,00
One-Third	160 x 84	202 x 99	2.250,00
Quarter	160 x 63	202 x 79	1.760,00

* additional 3 mm bleed per outer edge

All prices excluding VAT.
Agency Commission: 10 %
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