

Rate Card PTA-Forum No. 32

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: 31 586 (source IVW 04/2023)
Distributed edition: 31 024 (source IVW 04/2023) (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
2 nd Cover Page	160 x 252	202 x 295	6.560,00
4 th Cover Page	160 x 252	202 x 295	6.560,00
Page 5, 7 and 9	160 x 252	202 x 295	6.130,00
Full Page:	160 x 252	202 x 295	5.450,00
Portrait formats:			
Two-Third	105 x 252	127 x 295	4.700,00
Half Page	78 x 252	100 x 295	3.850,00
One Third	51 x 252	72 x 295	2.570,00
Landscape formats:			
Two-Third	160 x 168	202 x 188	4.700,00
Half Page	160 x 126	202 x 143	3.850,00
One-Third	160 x 84	202 x 99	2.570,00
Quarter	160 x 63	202 x 79	2.020,00

* additional 3 mm bleed per outer edge

All prices excluding VAT.
 Agency Commission: 10 %
 Special advertising formats, inserts, brochures etc. on request

Cancellation deadline for advertisements and supplements: 10 days before publishing date

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