Rate Card PTA-Forum No. 35

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: 24978 (source IVW 02/2026)
Distributed edition including e-paper: 43977 (source IVW 02/2026) (print run control IVW)

Service: Reader Analysis LA-PHARM 2024
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	6.560,00
4th 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

Closing dates: https://avoxa.de/wp-content/uploads/Mediadaten-PTA-Forum-2027.pdf

Orders to: auftrag@avoxa.de

Discounts for advertisements (ads must be placed within one contract year):

Frequency discount	**Quantity discount**
6 ads 5 %	3 pages 5 %
12 ads 10 %	6 pages 10 %
18 ads 15 %	12 pages 15 %
26 ads 20 %	18 pages 20 %
38 ads 25 %	24 pages 25 %

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

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

Privacy policy: http://avoxa.de/datenschutzerklaerung/#mediadaten

General standard terms and conditions: http://avoxa.de/datenschutzerklaerung/

Contact Advertising Sales:

Print:
Head of Sales
Ramona Luft-De Filippis, phone +49 6196 928-221
e-mail: r.defilippis@avoxa.de

Advertising Sales Manager north:
Achim Heinemann, phone +49 6196928-231
e-mail: a.heinemann@avoxa.de

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

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

Michael Pradel, phone +49 6196 928-106
e-mail: m.pradel@avoxa.de

Publisher:
ABDA – Bundesvereinigung Deutscher Apothekerverbände
(Confederation of German Pharmacists)

Publishing House/Advertising Department:
Avoxa – Mediengruppe Deutscher Apotheker GmbH
Pharmazeutische Zeitung – Anzeigenabteilung
Carl-Mannich-Straße 26, 65760 Eschborn, Germany
www.avoxa.de
www.pharmazeutische-zeitung.de

Sales tax indentification number:	DE 113848857
Commercial register:	Amtsgericht Frankfurt am Main, HRB 9085
Managing Director:	Peter Steinke, Metin Ergül
Editorial department:	Alexander Müller, Sven Siebenand (editor-in-chief)
Advertising Director:	Ramona Luft-De Filippis phone +49 6196 928-221 e-mail: r.defilippis@avoxa.de