Rate card Pharmazeutische Zeitung 2020 (No. 61)

Pharmacist’s Journal

Brief outline:
Pharmazeutische Zeitung (PZ) is the official press organ of the Confederation of German Pharmacist’s Associations. It is distributed to all German pharmacies. Therefore, it is the most widely read medium for German pharmacists concerning healthcare and professional positions. Recognized experts present a political, medical, or pharmaceutical article as a cover story in every issue. Additionally, the readers obtain information on current pharmaceutical and medical topics, e.g. new medicinal agents. That’s why the magazine fulfills an important task in the field of supplementary training for pharmacists. We also offer reports from all German federal states about economic, commercial, cultural, and legal topics. Our section »Forum« encourages readers to provide their opinion. An extensive service section helps to optimize working routines. Besides pharmacists in hospitals, public pharmacies and their employees PZ readers work in the: pharmaceutical industry, pharmaceutical wholesale businesses, scientific institutes, health offices, and politics.

Content:
Editorial, German pharmacist’s Pharmaceutical Commission, press review, cover story, politics, pharmaceutics, medicine, pharmacist’s associations, law, economy and business, people, letters to the editor, newly approved drugs

Recipients:
Every public and hospital pharmacy and their employees, institutes, health offices, pharmaceutical industry and pharmaceutical wholesales.

Press organ:
Central press organ for the pharmacists of the Federal Republic of Germany

Publisher:
ABDA – Bundesvereinigung Deutscher Apothekerverbände (Confederation of German Pharmacist’s)

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Managing Director: Peter Steinke, Metin Ergül
Editorial department: Prof. Dr. Theo Dingermann, Sven Siebenand (editor-in-chief)
Advertising Director: Ramona Luft
phone +49-6196-928-221
e-mail: ramona.luft@avoxa.de

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**Service:** Reader Analysis LA-PHARM 2017  
**Size of magazine:** 210 mmm wide x 297 mm high  
**Non bleed:** 160 mm wide x 252 mm high, 3 columns à 51 mm width

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* additional 3 mm bleed per outer edge  
All prices excluding VAT.  
Agency Commission: 10 %  
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**Cancellation deadline for advertisements and supplements:** 10 days before publishing date

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**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

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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
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Contact Advertising 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

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

Kirsten Zschätzsch, phone 49-6196-928-106
e-mail: k.zschaetzsch@avoxa.de

Franziska Bronold, phone 49-6196-928-237
e-mail: f.bronold@avoxa.de