

## Rate Card Pharmazeutische Zeitung 2024 (No. 65) 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 fulfils 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, pharmaceuticals, 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)

### Publishing House/Advertising Department:

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**Service:** Reader Analysis LA-PHARM 2020  
**Size of magazine:** 210 mm wide x 297 mm high  
**Non bleed:** 160 mm wide x 252 mm high, 3 columns à 51 mm width

<b>Formats:</b>	<b>width x height non-bleed in mm</b>	<b>width x height bleed in mm*</b>	<b>basic rate € 4c or b/w</b>
Full Page:	160 x 252	210 x 297	7.720,00
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<b>Landscape formats:</b>			
Three-Quarter	160 x 189	210 x 213	6.950,00
Two-Third	160 x 168	210 x 192	6.180,00
Half Page	160 x 126	210 x 148	4.700,00
One-Third	160 x 84	210 x 103	3.090,00
Quarter	160 x 63	210 x 81	2.330,00
<b>Corner Two-Third Double:</b>			
<b>Column</b>	105 x 175	131 x 192	4.200,00
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\* additional 3 mm bleed per outer edge

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