

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)

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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
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Service: Reader Analysis LA-PHARM 2020
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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
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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

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