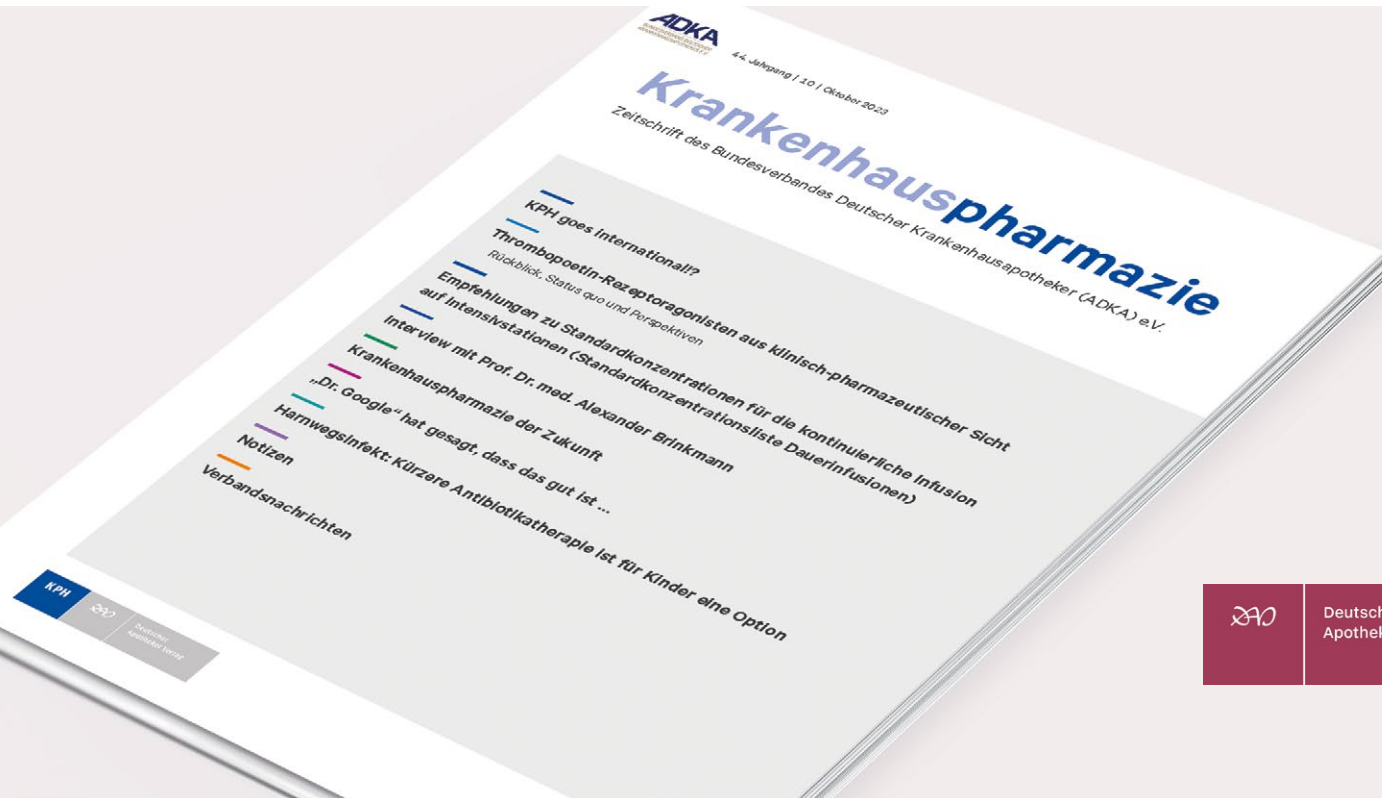


Krankenhauspharmazie

Media Kit 2024

Valid from 1st of January 2024



Deutscher
Apotheker Verlag

Krankenhauspharmazie

Publisher Details

Brief characteristics

The journal **Krankenhauspharmazie (KPH)** is published on monthly basis and is the official organ of the Bundesverband Deutscher Krankenhausapotheker (ADKA) e.V. Krankenhauspharmazie reflects the scientific and practical activities of a hospital pharmacist and reaches nearly all the hospital pharmacies as well as many pharmacies supplying hospitals in Germany, Austria and Switzerland.

The journal includes articles on subjects from all fields of the clinical pharmacy, for example on new medicinal products of relevance for hospitals, on the manufacturing and analytics of medicinal products, on tasks of the pharmacist as consultant of physician and patient as well, as on the support of medical activities, the therapeutic safety of medicinal products, of pharmaceutical logistics as well as of pharmacoeconomics. Moreover, the journal includes lectures concerning important publications from international specialist literature, reports of international congresses and of advanced training courses. ADKA-Federation news also is an integral component of the Journal.

Target group

Hospital pharmacists as well as pharmacists of pharmacies supplying hospitals in Germany, Austria and Switzerland

Publication frequency

Monthly

Journal format

DIN A4
Width 210 x Height 297 mm
3 mm bleed for each trimming edge

Printing and binding

Offset printing, saddle-stitching

Publisher

Deutscher Apotheker Verlag
Birkenwaldstrasse 44
70191 Stuttgart, Germany
+ 49 (0) 711 2582-0
deutscher-apotheker-verlag.de
anzeigen@deutscher-apotheker-verlag.de

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Krankenhauspharmazie

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Terms of payment

Payable within 30 days of receipt of invoice, 2% discount for payment within 8 days.

Landesbank BW Stuttgart
BIC (Swift) SOLADEST
IBAN DE33 6005 0101 0002 149079

Postbank Stuttgart
BIC (Swift) PBNKDEFF
IBAN DE98 6001 0070 0017 463709

Agency Commission
10% (not to mailing charges and transitory items)

Our general terms and conditions for advertisements and third-party inserts in journals and magazines can be found online at:

<https://www.deutscher-apotheker-verlag.de/verlag/Mediadaten/>

The technical data and delivery notes for advertisements, bound inserts and third-party inserts can be found online at:

<https://www.deutscher-apotheker-verlag.de/verlag/Mediadaten/>

Krankenhauspharmazie

Timetable and Topics

Issue	Frequency of publication: Monthly	Ad Booking Deadline/Copy Deadline	Congresses
01	05.01.2024	15.12.2023	
02	02.02.2024	16.01.2024	
03	08.03.2024	20.02.2024	
04	05.04.2024	18.03.2024	
05	03.05.2024	15.04.2024	49th ADKA-Congress, 14th to 16th May 2024 in Nuremberg
06	07.06.2024	21.05.2024	
07	05.07.2024	18.06.2024	
08	02.08.2024	16.07.2024	
09	30.08.2024	13.08.2024	
10	27.09.2024	10.09.2024	
11	01.11.2024	15.10.2024	
12	29.11.2024	12.11.2024	

Attention

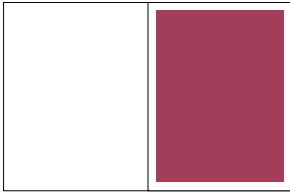
Prior dates for all special forms Advertising and printing deadline: one week before the advertisement deadline

The KPH.online-Newsletter appears 3 times a month
Prices on request.

Krankenhauspharmazie

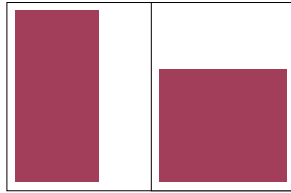
Ad Prices and Formats

4,490 € (4c)/2,781 € (b/w)



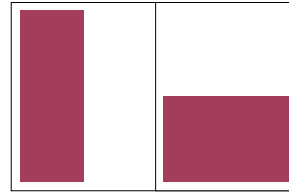
1/1 Page (w x h in mm)
 Type area Bleed
 182 x 262 210 x 297

3,563 € (4c)/1,854 € (b/w)



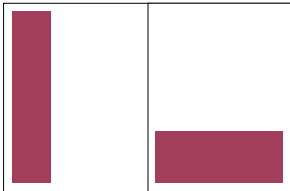
2/3 Page (w x h in mm)
 Type area Bleed
 vert. 112 x 262 130 x 297
 horiz. 182 x 164 210 x 190

3,244 € (4c)/1,535 € (b/w)



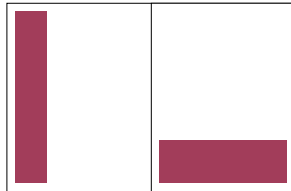
1/2 Page (w x h in mm)
 Type area Bleed
 vert. 87 x 262 105 x 297
 horiz. 182 x 128 210 x 148

2,679 € (4c)/971 € (b/w)



1/3 Page (w x h in mm)
 Type area Bleed
 vert. 56 x 262 70 x 297
 horiz. 182 x 87 210 x 99

2,548 € (4c)/840 € (b/w)



1/4 Page (w x h in mm)
 Type area Bleed
 vert. 42 x 262 56 x 297
 horiz. 182 x 60 210 x 74

4,765 € (4c)
Premium placement
2nd + 4th Cover page

All prices plus VAT
 All formats in the bleed
 plus 3 mm bleed all around.

Technical data and delivery notes:
 Online at:
[deutscher-apotheker-verlag.de/
 verlag/Mediadaten/](http://deutscher-apotheker-verlag.de/verlag/Mediadaten/) (in German)

Krankenhauspharmazie

Discounts and Combinations

Discounts

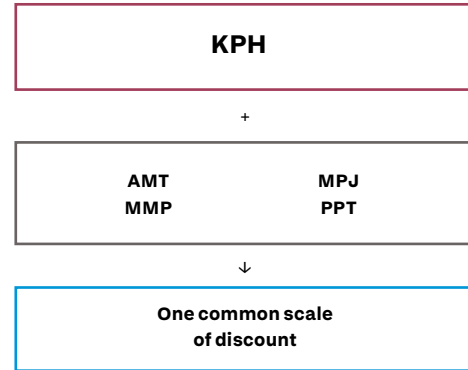
when purchased within 12 months (calendar or insertion year)

Frequency discounts		Quantity Discounts	
2x publication	3%	as of 2 pages	3%
4x publication	5%	as of 4 pages	5%
6x publication	10%	as of 6 pages	10%
12x publication	15%	as of 12 pages	15%
		from 12 pages	20%

Inserts and technical costs are not discountable.

Combinations

Overall combinations



Basis combination

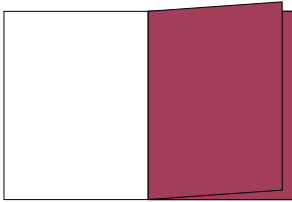
Insertion in Krankenhauspharmazie and Arzneimitteltherapie. In case of at least 3 x 1/1 pages per year in both journals – 20% discount on advertising rates.

Overall combination

Arzneimitteltherapie, Krankenhauspharmazie, Medizinische Monatsschrift für Pharmazeuten, Medizinprodukte Journal and Psychopharmakotherapie: **5 strong journals - one common scale of discount.**

Bounds Inserts, Supplements, Postcards

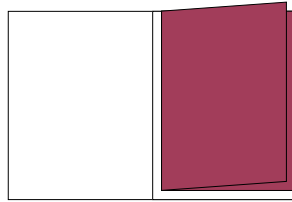
13,860 €



Central bound-in inserts

- 4 pages DIN A4 +3 mm bleed on all pages
- Paper grammage at least 100 g/m²
- Price 4-page plus VAT
- bound-in inserts, are not discountable, 10% agency commission

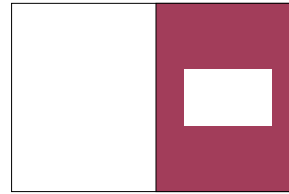
1,213 €



Supplements

- Supplements up to format W 200 x H 295 mm up to 25 g plus VAT
- ADKA edition, increased circulation 1,386 € plus VAT
- Up to 25g, every further 5 g 14.50 € per thousand
- Prices incl. postal charges, for whole circulation, partial circulation not possible
- Supplements not discountable, 10% agency commission

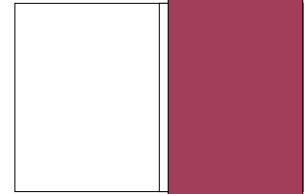
404 €



Postcards (to be mechanically glued on)

- Prices incl. postal charges for whole circulation, partial circulation not possible
- Booklet, CD/DVD, Flyer, Product sample (to be glued on manually), price on request after presentation of a sample
- Glued-on Products samples are not discountable and agency commission does not apply

1,502 €



Oversize Supplements

- Oversize supplements maximum format: W 200 x H 312 mm
- ADKA edition increased circulation 1,733 €
- Prices incl. postal charges for whole circulation, partial circulation not possible
- * Oversize supplements are not discountable, 10% agency commission
- Oversize supplements are exclusively only one time per published issue

You will discover a selection of further special advertising formats under:
[deutscher-apotheker-verlag.de/verlag/Mediadaten/](https://www.deutscher-apotheker-verlag.de/verlag/Mediadaten/)

Krankenhauspharmazie

Technical Notes

Postal charges

No additional postal charges will be made for inserts and glued-on advertising material under three millimeters thick.

Above 3 mm Thickness, the following additional costs apply.

3,0 mm to 5,4 mm	50 € per thousand
5,5 mm to 10,4 mm	75 € per thousand
10,5mm to 30,0 mm	100 € per thousand

Quantity to be delivered

Circulation of the booked issue + 3 % over-delivery

Technical notes

Please supply a mandatory and obliging sample prior to us confirming your order for bound or loose inserts and glued-on items. (For loose and bound inserts on rectangular paper, a PDF will do). These formats must all be designed in a way that they are easily perceptible as advertising and cannot be mistaken for editorial content by the readers.

Technical data and delivery notes

Online at:

deutscher-apotheker-verlag.de/verlag/Mediadaten/ (in German)

Shipping address

Offizin Scheufele

Druck und Medien GmbH + Co.KG

Tränkestr. 17

70597 Stuttgart

+49 (0)711/72586-0

Adspecials

We offer a wide range of special and unique formats – mostly possible only once per issue. Please ask your media consultant.

Editorial, text-focused adspecials

A wide range of advertorials, editorial supplements and other unique formats can be discovered online at:

deutscher-apotheker-verlag.de/verlag/Mediadaten/ (in German)

Classified ads

Print in KPH (and/or PTAheute, and/or DAZ), as well as online at **jobpharm.de** – the German web-based job portal specialized on all open positions in the pharmaceutical branch. Booking is quite easily possible on this platform (in German).

Book, where pharmacists look!