

Krankenhauspharmazie

Media Kit 2021

Valid from 01.01.2021



Deutscher
Apotheker Verlag

Krankenhauspharmazie

Publisher Information

Brief description

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

Frequency of publication

Monthly

Journal format

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

Printing and binding

Offset printing, saddle-stitch

Publishing company

Deutscher Apotheker Verlag
Birkenwaldstrasse 44
70191 Stuttgart, Germany
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Terms of payment

Payable net within 30 days after receipt of invoice;
for settlement within 8 days 2 % discount. No cash
discount on production costs and special charges.

Bank account:

Landesbank BW Stuttgart
BLZ (Bankcode) 600 501 01 Konto-Nr. 2149079
BIC (Swift) SOLADEST • IBAN DE33 6005 0101 0002 1490 79

Postbank Stuttgart
BLZ (Bankcode) 600 100 70 Konto-Nr. 17463709
BIC (Swift) PBNKDEFF • IBAN DE98 6001 0070 0017 4637 09

Agency commission: 10 %
(not to mailing charges and technical costs)

Krankenhauspharmazie

Timetable and Topics

Issue	Frequency of publication monthly	Advertising deadline Closing date for printing documents	
01	08.01.2021	15.12.2020	
02	29.01.2021	13.01.2021	7. Kongress für Arzneimittelinformation, 06.02.21, Cologne
03	26.02.2021	10.02.2021	
04	01.04.2021	17.03.2021	
05	30.04.2021	14.04.2021	ADKA-Kongress 06.-08.05.21, Berlin
06	04.06.2021	19.05.2021	
07	02.07.2021	16.06.2021	
08	30.07.2021	14.07.2021	
09	03.09.2021	18.08.2021	
10	01.10.2021	15.09.2021	
11	29.10.2021	13.10.2021	
12	26.11.2021	10.11.2021	

Attention:

- Prior dates for all special forms Advertising and printing deadline: one week before the advertisement deadline
- The KPH-Newsletter appears on the same day as the magazine.
- Prices on request.

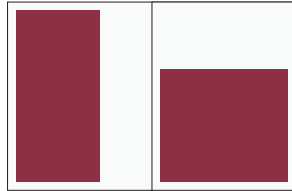
Advertising formats

4c 3,774 €
b/w 2,338 €



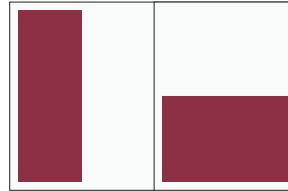
1/1 Page (w x h in mm)
Print area Bleed
vert. 182 x 262 210 x 297
horiz.

4c 2,995 €
b/w 1,159 €



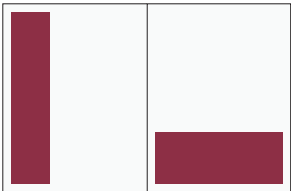
2/3 Page (w x h in mm)
Print area Bleed
vert. 112 x 262 130 x 297
horiz. 182 x 164 210 x 190

4c 2,726 €
b/w 1,290 €



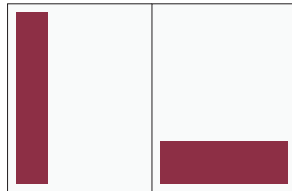
1/2 Page (w x h in mm)
Print area Bleed
vert. 87 x 262 105 x 297
horiz. 182 x 128 210 x 148

4c 2,252 €
b/w 816 €



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

4c 2,142 €
b/w 706 €



2/3 Page (w x h in mm)
Print area Bleed
vert. 42 x 262 56 x 297
horiz. 182 x 60 210 x 74

4c 4,006 €

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: bit.ly/WVG_PRINT_TD (in German)

Discounts and Combinations

Discounts

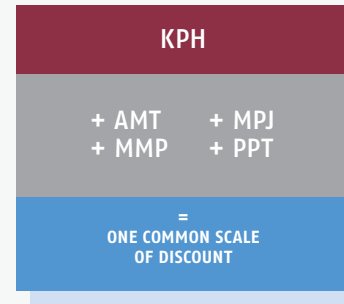
when purchased within 12 months (calendar or insertion year)

Frequency discount		Volume discount	
twice publication	3 %	1 page	3 %
4-fold publication	5 %	2 pages	5 %
6-fold publication	10 %	4 pages	10 %
12-fold publication	15 %	6 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.

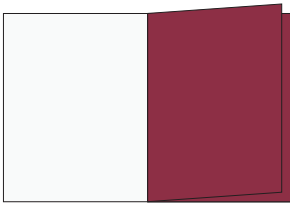
Overall combination

Arzneimitteltherapie, Krankenhauspharmazie, Medizinische Monatsschrift für Pharmazeuten, Medizinprodukte Journal and Psychopharmakotherapie:

5 strong journals – one common scale of discount.

Postal fees

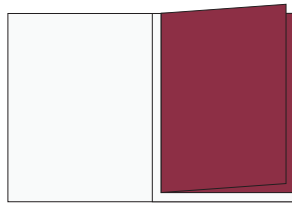
12,000 €



Central bound-in inserts

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

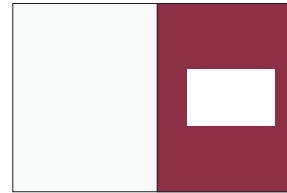
1,050 €



Flyers

- Flyers up to format W 200 x H 295 mm up to 25 g plus VAT
- ADKA edition, increased circulation € 1,200 plus VAT
- Each further commenced 5 g € 12.50 per thousand
- Prices incl. postage for total capacity, split edition impossible
- Flyers not discountable, 10 % agency commission

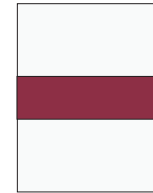
350 €



Glued-on advertising media

- Postcards (to be glued on by machine) plus VAT
- Prices incl. postage for complete edition, split edition impossible
- Booklet, CD/DVD, flyer, product sample, etc. (to be glued on manually)
- Price upon request after submission of a sample
- Glued-on advertising media are neither discountable nor subject to agency commission

4,268 €



Banderole

- Format: 440* x 60–70 mm
- Colour: 4c
- Eligible for discount: No
- Subject to agency com.: Yes
- Cash discount: Yes
- Printing included
- Price plus VAT

*need to add 20 mm overlap for gluing

You will discover a selection of further special advertising formats under bit.ly/WVG_AdSpecials

Postal fees

Postal fees

Up to a gauge of 2,9 mm postal fees for inserts and glued-on items are already included. If the item is thicker, the following fees will be charged additionally for postal services:

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: bit.ly/WVG_Print_TD (in German)

Shipping address:

Offizin Scheufele
Druck und Medien GmbH + Co.KG
Tränkestr. 17
70597 Stuttgart
Telefon +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: bit.ly/WVG_AdSpecials (in German)

Classified ads

Print in KPH (and/or PTAheute, and/or DAZ), as well as online at www.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!