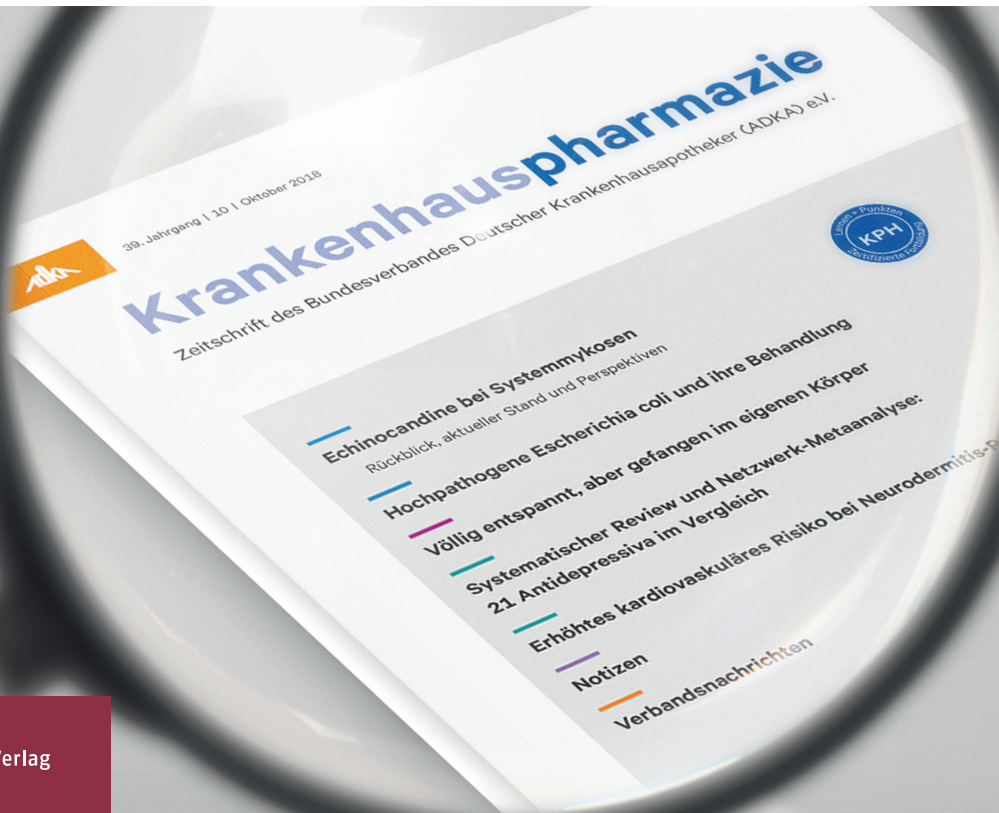


Krankenhauspharmazie

Media Kit 2019

Valid from 01.01.2019



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
Phone + 49 (0) 711 2582-0
Telefax + 49 (0) 711 2582-190
www.deutscher-apotheker-verlag.de
anzeigen@deutscher-apotheker-verlag.de

Managing directors

Dr. Christian Rotta,
Dr. Benjamin Wessinger,
André Caro.

Publisher Information

Head of media departement

Kornelia Wind
Phone +49 (0) 711 2582-245
Fax +49 (0) 711 2582-252
E-mail kwind@deutscher-
apotheker-verlag.de

Advertisement sales/scheduling

Karin Hoffmann
Phone +49 (0) 711 2582-242
Fax +49 (0) 711 2582-263
E-mail khoffmann@deutscher-
apotheker-verlag.de

Advertisement sales

Dr. Axel Sobek
Reiderstraße 34
42655 Solingen
Phone +49 (0) 212 64563946
Fax +49 (0) 212 64592383
E-Mail asobek@deutscher-
apotheker-verlag.de

Editor-in-chief

Dr. Heike Oberpichler-Schwenk
(Leadership)
Phone +49 (0) 711 2582-234
E-mail: kph@deutscher-apotheker-verlag.de

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)

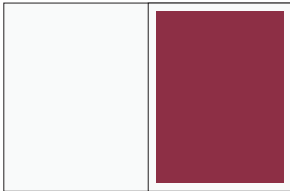
Krankenhauspharmazie

Timetable and Topics

Issue	Frequency monthly	Closing date/ Topics
1	04.01.2019	17.12.2018
2	25.01.2019	10.01.2019 6. Kongress für Arzneimittelinformation, 01. – 02.02.2019, Cologne
3	01.03.2019	14.02.2019
4	29.03.2019	14.03.2019
5	03.05.2019	18.04.2019 ADKA-Kongress 09. -11.05.2019, Berlin
6	07.06.2019	23.05.2019
7	05.07.2019	19.06.2019
8	02.08.2019	18.07.2019
9	30.08.2019	15.08.2019
10	27.09.2019	12.09.2019
11	01.11.2019	17.10.2019
12	29.11.2019	14.11.2019

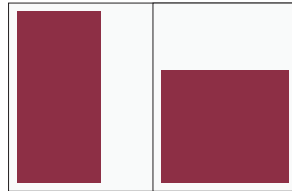
Advertising formats

4c 3,774 €
b/w 2,338 €



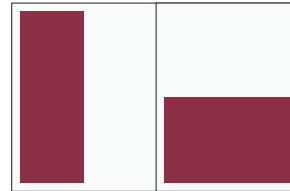
1/1 Page (w x h in mm)
Print area Bleed
vert. 182 x 262 210 x 297
horiz. 182 x 262 210 x 297

4c 2,995 €
b/w 1,159 €



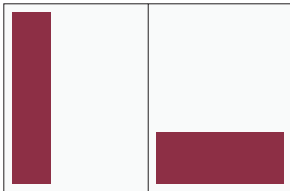
2/3 Page (w x h in mm)
Print area Bleed
vert. 112 x 262 130 x 297
horiz. 182 x 164 210 x 190

4c 2,726 €
b/w 1,290 €



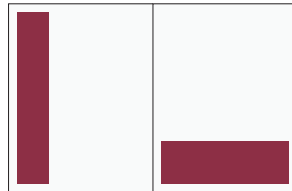
1/2 Page (w x h in mm)
Print area Bleed
vert. 87 x 262 105 x 297
horiz. 182 x 128 210 x 148

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

Technical data and delivery notes:
Online at: bit.ly/WVG_PRINT_TD (in German)

Discounts and Combinations

Discounts

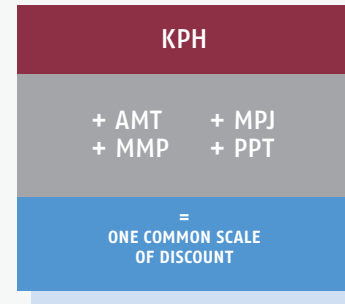
when purchased within 12 months (calendar or insertion year)

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.

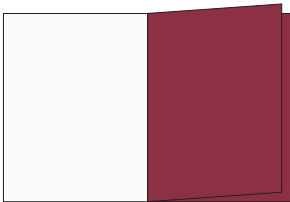
Overall combination

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

5 strong journals – one common scale of discount.

Special Advertising formats

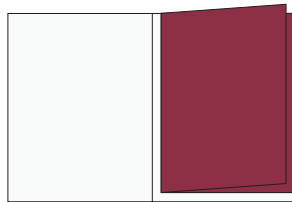
12,000 €



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

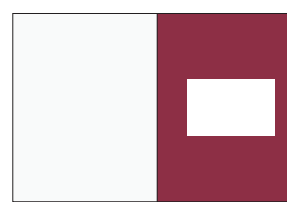
1,050 €



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

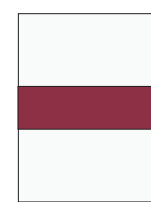
350 €



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