Krankenhauspharmazie
Media Kit 2020
Valid from 01.01.2020
**Brief description**

The journal *Krankenhauspharmazie (KPH)* is published on monthly basis and is the official organ of the Bundesverband Deutscher Krankenhausapotheke (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

**Managing directors**

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

**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
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

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

Advertisment 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)
<table>
<thead>
<tr>
<th>Issue</th>
<th>Frequency monthly</th>
<th>Closing date/ Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>07.01.2020</td>
<td>16.12.2019</td>
</tr>
<tr>
<td>2</td>
<td>31.01.2020</td>
<td>16.01.2020</td>
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<tr>
<td>3</td>
<td>28.02.2020</td>
<td>13.02.2020</td>
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<td>4</td>
<td>03.04.2020</td>
<td>19.03.2020</td>
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<tr>
<td>5</td>
<td><strong>30.04.2020</strong></td>
<td><strong>16.04.2020</strong></td>
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<td>6</td>
<td>05.06.2020</td>
<td>20.05.2020</td>
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<td>7</td>
<td>03.07.2020</td>
<td>18.06.2020</td>
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<td>31.07.2020</td>
<td>16.07.2020</td>
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<tr>
<td>9</td>
<td>04.09.2020</td>
<td>20.08.2020</td>
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<td>10</td>
<td>02.10.2020</td>
<td>17.09.2020</td>
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<tr>
<td>11</td>
<td>30.10.2020</td>
<td>15.10.2020</td>
</tr>
<tr>
<td>12</td>
<td>04.12.2020</td>
<td>19.11.2020</td>
</tr>
</tbody>
</table>

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

**1/1 Page**

Print area: 182 x 262
Bleed: 210 x 297

4c: 3,774 €
b/w: 2,338 €

**2/3 Page**

Print area vert.: 112 x 262
Bleed vert.: 130 x 297
Print area horiz.: 182 x 164
Bleed horiz.: 210 x 190

4c: 2,995 €
b/w: 1,159 €

**1/2 Page**

Print area vert.: 87 x 262
Bleed vert.: 105 x 297
Print area horiz.: 182 x 128
Bleed horiz.: 210 x 148

4c: 2,726 €
b/w: 1,290 €

**1/3 Page**

Print area vert.: 56 x 262
Bleed vert.: 70 x 297
Print area horiz.: 182 x 87
Bleed horiz.: 210 x 99

4c: 2,252 €
b/w: 816 €

**2/3 Page**

Print area vert.: 42 x 262
Bleed vert.: 56 x 297
Print area horiz.: 182 x 60
Bleed horiz.: 210 x 74

4c: 2,142 €
b/w: 706 €

**Premium placement**

2nd + 4th Cover page

4c: 4,006 €
b/w: 1,140 €

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)

<table>
<thead>
<tr>
<th>Frequency discount</th>
<th>Volume discount</th>
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<tbody>
<tr>
<td>twice publication</td>
<td>3 % 1 page 3 %</td>
</tr>
<tr>
<td>4-fold publication</td>
<td>5 % 2 pages 5 %</td>
</tr>
<tr>
<td>6-fold publication</td>
<td>10 % 4 pages 10 %</td>
</tr>
<tr>
<td>12-fold publication</td>
<td>15 % 6 pages 15 %</td>
</tr>
<tr>
<td>from 12 pages</td>
<td>20 %</td>
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Inserts and technical costs are not discountable.

**Combinations**
Overall combinations

<table>
<thead>
<tr>
<th>KPH</th>
<th>AMT + MPJ + MMP + PPT</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>ONE COMMON SCALE OF DISCOUNT</td>
</tr>
</tbody>
</table>

**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

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

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

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

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

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:

<table>
<thead>
<tr>
<th>Thickness</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,0 mm to 5,4 mm</td>
<td>50 € per thousand</td>
</tr>
<tr>
<td>5,5 mm to 10,4 mm</td>
<td>75 € per thousand</td>
</tr>
<tr>
<td>10,5 mm to 30,0 mm</td>
<td>100 € per thousand</td>
</tr>
</tbody>
</table>

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/DAV_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 PTuze, and/or DAZE), 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!