

# Media data 2017

Price list No. 52  
valid from January 1, 2017

# Der Praktische Tierarzt



## PORTRAIT

The magazine for advanced veterinary medicine

## THE CHARACTER

„Der Praktische Tierarzt“ is the official organ of the Association of German Veterinary Practitioners.

## TOPICS

Veterinarians use „Der Praktische Tierarzt“ to get information about current developments in the veterinary medicine.

Among other things they read:

- experiences with new cures and methods
- valuable technical information from original manuscripts and lectures
- the extensive event calendar

## THE READERSHIP

... are in the first instance the practising vets in pets, horses and farm animals practices as well as in veterinary clinics in Germany.

## SERVICE

„Der Praktische Tierarzt“ offers you...

- a circulation of 7,300 copies
- readers who take decisions: practising veterinarians
- a high number of regular readers: which is proved of nearly 5,600 issues sold – month by month!

For rates & dates please turn over ►

USE THESE CONVINCING FACTS FOR YOUR ADVERTISING CAMPAIGN

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Price list No. 52  
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Printing run ..... 7,381 copies  
Actual distributed run ..... 7,324 copies  
IVW controlled (IVW is the German equivalent of ABC,  
the Audit Bureau of Circulation)

Mechanical requirements .. Periodical size A4  
210 mm wide x 297 mm deep

Size	Columns	width x depth mm	4 colours €
2/1 page	8 columns	420 x 297	5 588.-
1/1 page	4 columns	210 x 297	3 375.-
1/2 page	2 columns 4 columns	100 x 297 high 210 x 148 wide	1 686.-
1/3 page	*) 1 column 4 columns	68 x 297 high 210 x 102 wide	1 123.-
1/4 page	2 columns 4 columns	100 x 148 high 210 x 79 wide	843.-
1/8 page	2 columns 4 columns	100 x 79 wide 210 x 45 wide	422.-

\*) textual advertisements

## Publishing and closing dates

2017	publishing date	closing date
issue no. 1	January 2, 2017	December 9, 2016
issue no. 2	February 1, 2017	January 11, 2017
issue no. 3	March 1, 2017	February 8, 2017
issue no. 4	April 3, 2017	March 3, 2017
issue no. 5	May 2, 2017	March 29, 2017
issue no. 6	June 1, 2017	May 2, 2017
issue no. 7	July 3, 2017	June 1, 2017
issue no. 8	August 1, 2017	July 3, 2017
issue no. 9	September 1, 2017	August 3, 2017
issue no. 10	October 2, 2017	September 1, 2017
issue no. 11	November 1, 2017	October 2, 2017
issue no. 12	December 1, 2017	November 2, 2017

# Der Praktische Tierarzt

Page type area ..... 188 mm wide x 272 mm deep  
3 columns = 60 mm width  
4 columns = 44 mm width

Printing process. .... Offset

Technical requirements .digital format necessary

Terms..... 2 p. c. discount for payment within 8 days,  
otherwise strictly net 30 days after in-  
voice date, USt-Ident-No. DE 115 697 748

Payments to ..... Commerzbank Hannover  
No. 111118800  
(Bank code no. 250 800 20)  
IBAN No. DE 84250800200111118800  
BIC = DRESDEFF250

Address ..... Schlütersche Verlagsgesellschaft  
mbH & Co. KG  
Der Praktische Tierarzt,  
D-30130 Hannover

Phone. .... 0049 511 8550-2555+2429

Fax ..... 0049 511 8550-2406

Tip-in ..... 2 pages insert ..... € 3 375.-  
4 pages insert ..... € 4 249.-

Minimum size for bleed inserts  
untrimmed 216 mm deep x 303 mm wide.  
Series discount: 1 insert = 1 page

Loose inserts ..... Up to 25 g weight per 1 000 copies € 312.-  
Up to 50 g weight per 1 000 copies € 403.-

Maximum size  
200 mm wide x 290 mm deep  
Series discount: 1 loose insert = 1 page

Series discounts ..... 3 insertions or 1 page ..... 5 p. c.  
6 insertions or 3 pages ..... 10 p. c.  
9 insertions or ..... 6 pages  
15 p. c.  
12 insertions or 12 pages ..... 20 p. c.  
(All series must be completed  
within a 12-months' period)

Delivery-address ..... Inserts folded and untrimmed to be  
delivered to:  
Grafisches Centrum Cuno  
GmbH & Co. KG  
- Der Praktische Tierarzt, No ... -  
Gewerbering West 27  
39240 Calbe  
Germany

**YOU NEED MORE INFORMATION? PLEASE ASK OUR:**

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