

Media data 2019

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Der Praktische Tierarzt

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bpt Offizielles Organ des Bundesverbandes Praktizierender Tierärzte e.V. schlütersche

Über Sinn und Unsinn der TÄHAV-Novelle | 236

Kleintiere
Wie physikalische Medizin und Rehabilitation Schmerzen lindern | 266

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Die besten Lösungen behandeln beide Seiten des Problems: Kombierter Endeko-Schutz in einer leckeren Kautablette

• SchutzPlus: Wirkung gegen Rundwürmer, Zecken & Flöhe
• Herz- und Lungenwurmprophylaxe
• Auch für Welpen ab 8 Wochen sowie Collies und verwandte Rassen!

NexGard SPECTRA

Boehringer Ingelheim

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
- market for situations vacant and wanted

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 more than 5,000 issues sold – month by month!

For rates & dates please turn over ►

USE THESE CONVINCING FACTS FOR YOUR ADVERTISING CAMPAIGN

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Printing run 7,371 copies
Actual distributed run 7,312 copies
IVW controlled (IVW is the German equivalent of ABC,
the Audit Bureau of Circulation)

Mechanical requirements .. Periodical size A4
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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

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issue no. 4	April 1, 2019	March 7, 2019
issue no. 5	May 2, 2019	March 29, 2019
issue no. 6	June 3, 2019	May 5, 2019
issue no. 7	July 1, 2019	June 5, 2019
issue no. 8	August 1, 2019	July 9, 2019
issue no. 9	September 2, 2019	August 2, 2019
issue no. 10	October 1, 2019	September 6, 2019
issue no. 11	November 1, 2019	October 8, 2019
issue no. 12	December 2, 2019	November 7, 2019

Der Praktische Tierarzt

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

Printing process. Offset

Technical requirements .digital format necessary

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9 insertions or 6 pages
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12 insertions or 12 pages..... 20 p. c.
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