

Media data 2020

Price list No. 55
valid from January 1, 2020

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
- 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 nearly 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 7,346 copies
Actual distributed run 7,291 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	5 755.-
1/1 page	4 columns	210 x 297	3 475.-
1/2 page	2 columns 4 columns	100 x 297 high 210 x 148 wide	1 740.-
1/3 page	*) 1 column 4 columns	68 x 297 high 210 x 102 wide	1 160.-
1/4 page	2 columns 4 columns	85 x 121 high 210 x 79 wide	870.-
1/8 page	2 columns 4 columns	85 x 58 wide 210 x 45 wide	435.-

*) textual advertisements

Publishing and closing dates

2020	publishing date	closing date
issue no. 1	January 3, 2020	December 5, 2019
issue no. 2	February 3, 2020	January 9, 2020
issue no. 3	March 2, 2020	February 6, 2020
issue no. 4	April 1, 2020	March 9, 2020
issue no. 5	May 4, 2020	April 6, 2020
issue no. 6	June 2, 2020	May 6, 2020
issue no. 7	July 1, 2020	June 8, 2020
issue no. 8	August 3, 2020	July 9, 2020
issue no. 9	September 1, 2020	August 7, 2020
issue no. 10	October 1, 2020	September 8, 2020
issue no. 11	November 2, 2020	October 8, 2020
issue no. 12	December 1, 2020	November 6, 2020

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 € 3 475.-
4 pages insert € 4 380.-

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 € 320.-
Up to 50 g weight per 1 000 copies € 415.-

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