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 ➤
Media data 2020

Price list No. 55
valid from January 1, 2020

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

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*) textual advertisements

Publishing and closing dates

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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 invoice date, USt-Ident-No. DE 115 697 748

Payments to ........... Commerzbank Hannover
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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.–
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Series discount: 1 insert = 1 page

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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

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9 insertions or 6 pages .......... 15 p. c.
12 insertions or 12 pages .... 20 p. c.
(All series must be completed
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GmbH & Co. KG
– Der Praktische Tierarzt, No ...
Gewerbering West 27
39240 Calbe
Germany

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