

Media Information 2018  
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# Ärzte Woche

**DFP** periodic with DFP-items.

Special Kardiologische Notfallmedizin: Melden der Straße Ab Seite 17

## ÄrzteWoche

Die österreichische Zeitung für Medizin, Politik und Praxis Seite 9/17

SpringerMedizin.at



**Nichts geht mehr**

Die Regionäre Bresse Schickel, sind ebenfalls Mitglied der Österreichischen Gesellschaft für Schmerztherapie (ÖGStS) und sind in der Abteilung für Schmerztherapie der Universitätsklinik Wien tätig. Sie sind in der Abteilung für Schmerztherapie der Universitätsklinik Wien tätig. Sie sind in der Abteilung für Schmerztherapie der Universitätsklinik Wien tätig.

**Editorial**

**Eine gute Nachrede**

Wunder Österreicherinnen waren bei den Wahlen... (text continues)

### Stille ist Luxus

Einer, dem wir teuer bezahlen. Denn der zunehmende Lärm kostet uns nicht nur Geld, sondern vor allem Lebensjahre. Ergon neuverpackt in 50 mg und 100 mg Tabletten.





**Tavepoc**  
Natürlich frei atmen bei Bronchitis und Husten



**rheuma plus**  
Sonderbeilage rheuma plus

**Entwirrt**

Ein Bioterrorist soll bei der Entdeckung... (text continues)

**Entbehrlich**

Schmerzmittel werden... (text continues)

**Enthaltam**

„Thyrogel 400“ - Diabetes... (text continues)

**Ausgeliefert Tag und Nacht**

Grundlagen, ungenutzte... (text continues)

**Gladem® Sertralin Genericon**

50 mg → 50 mg

Neu: 100 mg Vertrieb eingestellt

Neu: 25 mg Vertrieb eingestellt

Neu: 100 mg green box

**Sertralin Genericon**

Springer Medizin

## Characteristics in Brief

**Ärzte Woche:** 44 issues published each year, covering the four basic columns

- **Medizin:** the latest developments in Austria and around the globe, practice-relevant aspects for diagnosis and therapy
- **Politik:** developments in the profession and in healthcare policy – examined from a critical and informative perspective
- **Praxis:** marketing, finance, taxation and legal aspects – all approached from the standpoint of the doctor as an entrepreneur
- **Seitensprünge:** culture, wellness, travel – everything for doctors in their spare time

The regular supplements “**Fokus**” and “**Special: Komplementärmedizin,**” along with the magazines “**HAUTNAH**” and “**RHEUMA PLUS**” round out the paper’s product range. Further, 10 x / year we put out “**apo +**” (on cooperation between doctors and pharmacies, supporting patient compliance, avoiding drug interactions and promoting prevention).

The paper’s editorial policy centers on an understanding of doctors as care providers and entrepreneurs (with a focus on private practice), and as private individuals. In 44 issues per year, **Ärzte Woche** informs its readers on practice-relevant aspects for diagnosis and therapy, as well as the latest medical developments in keeping with the principles of continuing medical education. Ten times a year it is accompanied by the supplement “**Fokus,**” which concentrates on a specific medical issue. Four times a year the magazines “**HAUTNAH**” and “**RHEUMA PLUS,**” as well as the supplement “**Special: Komplementärmedizin,**” present up-to-the-minute updates from the fields of dermatology, rheumatology and complementary medicine.

The articles in the Politics column take a critical and informative look at decisions, processes and projects in the medical profession and healthcare that impact the lives and livelihoods of physicians.

The Practice column focuses on topics such as finance, taxation and law, as well as IT and practice marketing in the broadest sense.

With its On the Side column, **Ärzte Woche** also provides its readers with select information on art, culture and history.

Letters to the editor, service information and a “panorama” page round out the weekly offer – with all content oriented on the goal of providing doctors with optimal support for their daily work as both healers and entrepreneurs.

|  |   |
|--|---|
| <b>Target group</b>                            | All doctors in private practice (GPs and all specialists) in Austria; health offices, authorities and institutions; pharmacies (public and in-house pharmacies)   |
| <b>Print run</b>                               | 19.634 copies<br>(source: ÖAK-2017/for the first half of 2017)  |
| <b>Frequency</b>                               | Weekly  |
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|                        |  |         |
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| <b>Special reports</b> | We report exclusively on your product, study, event etc., including all journalistic services, graphics and layout |         |
|                        | Full page, A3, 4c  | € 5,200 |
|                        | 1/2 page, 4c   | € 4,400 |

|   |   |         |
|---|---|---------|
| <b>Offset prints of special reports</b> | Format A4, 4 pages, 4c; incl. formatted front page and U4 |         |
|   | 2,000 copies  | € 3,100 |
|   | every additional 1.000 copies                             | € 450   |

|                          |   |          |
|--------------------------|---|----------|
| <b>Ärzte Woche EXTRA</b> | Format A4, 4c; Services: discussion the content, writing the articles, setting and printing costs, layout and proofreading, inclusion in an issue of <b>Ärzte Woche</b> , announcement on the front page of <b>Ärzte Woche</b> , and 2,000 extra copies for use as "handouts" by your company's external representatives. |          |
|                          | 4 pages   | € 9,450  |
|                          | 8 pages   | € 14,200 |

| Nr.   | Closing date for ads | Publication date | Focus  |
|---|----------------------|------------------|--|
| 1-2   | 28.12.2017           | 11.01.           | Special: Update on Rheumatology, Annual Conference ÖGR<br>Follow-up report: Menopause-Conference   |
| 3   | 04.01.               | 18.01.           | Special: Dementia<br>Focus: Men's Health / Sexual Dysfunction in Men   |
| 4   | 11.01.               | 25.01.           | Special: Pain<br>►Special: StartUp Doc apo+ Issue 1  |
| Increased print run for the event: Congress for regular cycle and doctors |                      |                  |  |
| 5   | 18.01.               | 01.02.           | Focus on Cardiology with DFP   |
| 6   | 25.01.               | 08.02.           | Special: Update on Gout<br>Follow-up report: vaccination day 2018  |
| 7   | 01.02.               | 15.02.           | Focus on Diabetes with DFP<br>Increased print run for the event: Annual Conference of the GTH 2018, Wien   |
| 8   | 08.02.               | 22.02.           | Special: Asthma & COPD apo+ Issue 2<br>Increased print run for the event: ECCO 2018, Vienna  |
| 9   | 15.02.               | 01.03.           | Focus on Allergology<br>Special: Environmental medicine<br>Special Komplementärmedizin Issue 1<br>RHEUMA PLUS Issue 1  |
| 10  | 22.02.               | 08.03.           | Special: Emergency medicine and cardiological rehabilitation<br>HAUTNAH Issue 1<br>Increased print run for the event: Cardiology 2018 - Cardiologist Days Innsbruck<br>Increased print run for the event: Vienne Pain Day 2018 |

|    | for ads | date   | Focus   |
|----|---------|--------|---|
| 11 | 01.03.  | 15.03. | Special: Urology / Men's Health with DFP<br>Cardio News Austria Issue 1-2   |
| 12 | 08.03.  | 22.03. | Follow-up report Vienna Pain Day 2018<br>Follow-up report Gastroenterology, ECCO 2018   |
| 13 | 15.03.  | 29.03. | Special: Pneumology with DFP<br>Focus Angiology, Annual Conference GHT 2018 apo+ Issue 3  |
| 14 | 19.03.  | 05.04. | Special: Update on Diabetes<br>Follow-up report Cardiology Innsbruck 2018<br>Onko News AUSTRIA 1-2  |
| 15 | 26.03.  | 12.04. | Special: Update on Rheuma<br>Special: Incontinence  |
| 16 | 05.04.  | 19.04. | Focus Oncology of the General Practice with DFP<br>RHEUMA PLUS Issue 2<br>Increased print run for the event: Spring Conference of ÖGHO<br>Increased print run for the event: Spring Conference of ÖDG |
| 17 | 12.04.  | 26.04. | Focus on Internal Medicine apo+ Issue 4<br>Increased print run for the event: austropharm 2018 Vienna   |
| 18 | 19.04.  | 03.05. | Focus on Psychiatry und Neurology   |
| 19 | 26.04.  | 11.05. | Special: Travel Medicine<br>►Special: StartUp Doc   |
| 20 | 03.05.  | 17.05. | Special: Update Asthma & COPD with DFP<br>HAUTNAH Issue 2   |
| 21 | 11.05.  | 24.05. | Special: Pain in geriatrics<br>Increased print run for the event: Annual Conference of ÖSG 2018, Linz   |

| Nr.  | Closing date for ads | Publication date | Focus   |
|--|----------------------|------------------|---|
| 22   | 17.05.               | 01.06.           | Focus: Gynecology<br>Focus: Sleep medicine<br>apo+ Issue 5  |
| Increased print run for the event: Annual Conf. of Gynaecology & Obstetrics  |                      |                  |   |
| 23   | 24.05.               | 07.06.           | Follow-up report on the Spring Conference of ÖDG  |
| Increased print run for the event: Annual Conference of the Austrian Society of Cardiology (ÖKG)                       |                      |                  |   |
| 24   | 01.06.               | 14.06.           | Focus rare diseases<br>Focus of paediatrics of the general practitioner<br>Cardio News Austria Issue 3-4                                      |
| Increased print run for the event: Annual Conference of the Austrian Society of Gastroenterology and Hepatology (ÖGGH) |                      |                  |   |
| 25   | 07.06.               | 21.06.           | Follow up report of the Osteoporosis Forum St. Wolfgang 2018 with DFP<br>Special Komplementärmedizin Issue 2<br>RHEUMA PLUS Issue 3           |
| 26   | 14.06.               | 28.06.           | Focus on Pain: Annual Conference of the Austrian Society of Pain Management (ÖSG)   |
| 27   | 21.06.               | 05.07.           | Special: Follow-up report on the Annual Conference of the Austrian Society of Cardiology (ÖKG)<br>apo+ Issue 6                                |
| 28   | 28.06.               | 12.07.           | Special: Hypertensiology with Reports of ESH 2018 Barcelona with DFP<br>Follow up report EAACI, Munich (Allergology)<br>Onko News AUSTRIA 3-4 |

| Nr.  | Closing date for ads | Publication date | Focus   |
|--|----------------------|------------------|---|
| 29-34  | 02.08.               | 23.08.           | Special: Joint Annual Conference of the Austrian Urological Association and the Bavarian Urological Association<br>Special: Metabolic Syndrome and Diabetes Mellitus<br>Cardio News Austria Issue 5 |
| 35   | 16.08.               | 30.08.           | Focus on Gastroenterology: Annual Conference of the Austrian Society of Gastroenterology and Hepatology (ÖGGH) with DFP<br>RHEUMA PLUS Issue 4  |
| 36   | 23.08.               | 06.09.           | Focus on Pneumologie<br>apo+ Issue 7  |
| 37   | 30.08.               | 13.09.           | Special: Headache and Migraine Therapy<br>Special Komplementärmedizin Issue 3   |
| Increased print run for the event: 15th International TCM Congress                                       |                      |                  |   |
| 38   | 06.09.               | 20.09.           | Special Issue: Annual Conf. of the Austrian Society of Internal Medicine (ÖGIM) with DFP<br>Onko News AUSTRIA 5-6   |
| Increased print run for the event: Annual Conference of the Austrian Society of Internal Medicine (ÖGIM) |                      |                  |   |
| 39   | 13.09.               | 27.09.           | Special: Interactions in the Pain Therapy<br>Focus: Dementia<br>HAUTNAH Issue 3   |
| 40   | 20.09.               | 04.10.           | Special: Update on Rheumatology with Reports from EULAR 2018, Amsterdam<br>► Special: StartUp Doc<br>apo+ Issue 8   |

| Nr.   | Closing date for ads | Publication date | Focus  |
|---|----------------------|------------------|--|
| 41  | 27.09.               | 11.10.           | Special: European Society of Cardiology Congress (ESC 2018)<br>RHEUMA PLUS Issue 5               |
| 42  | 04.10.               | 18.10.           | Focus on ERS 2018 Paris<br>Cardio News Austria Issue 6-7   |
| Increased print run for the event: Annual Conference of the Austrian Society of Pneumology (ÖGP)        |                      |                  |  |
| 43  | 11.10.               | 25.10.           | Focus Urology with DFP<br>Onko News AUSTRIA 7-8  |
| 44  | 18.10.               | 02.11.           | Special: Update on Gout<br>Follow-up report: 3. Ö Crohn Colitis Symposium<br>HAUTNAH Issue 4     |
| 45  | 25.10.               | 08.11.           | Focus Hypertension/Nephrology<br>Focus on Congress of HNO<br>Special Komplementärmedizin Issue 4 |
| 46  | 02.11.               | 15.11.           | Special: Update Diabetes with Focus on EASD 2018, Berlin<br>apo+ Issue 9                         |
| Increased print run for the event: Annual Meeting Conference of the Austrian Diabetes Association (ÖDG) |                      |                  |  |
| 47  | 08.11.               | 22.11.           | Special: Congress on General Practice, Graz<br>RHEUMA PLUS Issue 6                               |
| Increased print run for the event: 49th Congress on General Practice and Family Medicine                |                      |                  |  |
| 48  | 15.11.               | 29.11.           | Focus on Conference of the ÖGP 2018, Linz<br>►Special: StartUp Doc                               |

| Nr.   | Closing date for ads | Publication date | Focus   |
|-------|----------------------|------------------|---|
| 49    | 22.11.               | 06.12.           | Special: European Gastroenterology Week (UEGW)<br>Special: Wound management with DFP<br>Cardio News Austria Issue 8-9                     |
| 50-52 | 29.11.               | 13.12.           | Special: Annual Conference of the Austrian Diabetes Association (ÖDG)<br>Special: Focus on ÖGR<br>apo+ Issue 10<br>Onko News AUSTRIA 9-10 |
|       |                      |                  | Cardiology, Hypertension  |
|       |                      |                  | Pain, Neurology   |
|       |                      |                  | Gynaecology, Urology  |
|       |                      |                  | Gastroenterology  |
|       |                      |                  | Diabetology   |
|       |                      |                  | Dermatology, Allergology  |
|       |                      |                  | Rheumatology/Osteoporosis   |
|       |                      |                  | Pulmology   |
|       |                      |                  | Internal Medicine   |

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