

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.

Target group	All doctors in private practice (GPs and all specialists) in Austria; health offices, authorities and institutions; pharmacies (public and in-house pharmacies)
Print run	19.405 copies (source: ÖAK-2016/over the year)
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	up to 50 g per thousand	€ 400
Ribbons	per thousand	€ 360
Flaps	per thousand (incl. printing)	€ 390

Target group selection is also available for all products.

Special reports	We report exclusively on your product, study, event etc., including all journalistic services, graphics and layout	
	Full page, A3, 4c	€ 5,100
	1/2 page, 4c	€ 4,300

Offset prints of special reports	Format A4, 4 pages, 4c; incl. formatted front page and U4	
	2,000 copies	€ 2,980
	every additional 1.000 copies	€ 440

Ärzte Woche EXTRA	Format A4, 4c; Services: discussion the content, writing the articles, setting and printing costs, layout and proofreading, inclusion in an issue of Ärzte Woche , announcement on the front page of Ärzte Woche , and 2,000 extra copies for use as "handouts" by your company's external representatives.	
	4 pages	€ 8,550
	8 pages	€ 13,800

Nr.	Closing date for ads	Publication date	Focus
1-2	29.12.2016	12.01.	Special: Menopause / Anti Aging
3	05.01.	19.01.	Special: Dementia Special: Men's Health / Sexual Dysfunction in Men
4	12.01.	26.01.	Special: Pain with DFP ►Special: StartUp Doc apo+ Issue 1 Increased print run for the event: Congress for regular cycle and doctors
5	19.01.	02.02.	Focus on Cardiology
6	26.01.	09.02.	Focus on Diabetes with DFP
7	02.02.	16.02.	Special: Latest on the vaccination plan 2017 Special: Update on Gout hautnah Issue 1
8	09.02.	23.02.	Update Asthma & COPD apo+ Issue 2
9	16.02.	02.03.	Special: Emergency medicine and cardiological rehabilitation rheuma plus Issue 1 Increased print run for the event: Cardiology 2017 - Cardiologist Days Innsbruck
10	23.02.	09.03.	Special: Gastroenterology with DFP Cardio News Austria Issue 1-2
11	02.03.	16.03.	Special: Urology / Men's Health with DFP Special Komplementärmedizin Issue 1

Nr.	Closing date for ads	Publication date	Focus
12	09.03.	23.03.	Follow-up report Cardiology Innsbruck 2017
13	16.03.	30.03.	Update on Diabetes apo+ Issue 3
14	23.03.	06.04.	Special: Update on Pneumology
15	30.03.	13.04.	Focus on Internal Medicine with DFP
16	30.03.	20.04.	Special: Update on Rheuma Special: Incontinence
17	13.04.	27.04.	Focus Oncology with Follow-up report on the Spring Conference of the OeGHO apo+ Issue 4
18	20.04.	04.05.	Focus on Allergology Increased print run for the event: Spring Conference of the Austrian Diabetes Association (ÖDG)
19	27.04.	11.05.	►Special: StartUp Doc Special: Vienna International Pain Symposium
20	04.05.	18.05.	Focus on Psychiatry und Neurology with DFP hautnah Issue 2
21	11.05.	26.05.	Special: Travel Medicine
22	18.05.	01.06.	Special: Follow up report of the Osteoporosis Forum St. Wolfgang 2017 Special: Asthma & COPD apo+ Issue 5

Nr.	Closing date for ads	Publication date	Focus
23	24.05.	08.06.	Special: CED (Morbus Crohn and Colitis Ulcerosa) rheuma plus Issue 2 Increased print run for the event: Annual Conference of the Austrian Society of Cardiology (ÖKG) Increased print run for the event: Annual Conference of the Austrian Society of Gastroenterology and Hepatology (ÖGGH)
24	01.06.	16.06.	Special: Follow-up report on the Spring Conference of the Austrian Diabetes Association (ÖDG) Cardio News Austria Issue 3-4
25	08.06.	22.06.	Focus on Pain: Annual Conference of the Austrian Society of Pain Management (ÖSG) Special Komplementärmedizin Issue 2
26	16.06.	29.06.	Special: Joint Annual Conference of the Austrian Urological Association and the Bavarian Urological Association
27	22.06.	06.07.	Special: Follow-up report on the Annual Conference of the Austrian Society of Cardiology (ÖKG) with DFP apo+ Issue 6
28	29.06.	13.07.	Focus Gynecology: Annual Conference OEGGG
29-34	03.08.	24.08.	Special: European Congress on Hypertension (ESH) Special: Metabolic Syndrome and Diabetes Mellitus with DFP Cardio News Austria Issue 5

Nr.	Closing date for ads	Publication date	Focus
35	17.08.	31.08.	Focus on Gastroenterology: Annual Conference of the Austrian Society of Gastroenterology and Hepatology (ÖGGH)
36	24.08.	07.09.	Focus on Pneumologie with DFP apo+ Issue 7
37	31.08.	14.09.	Special: Headache and Migraine Therapy Special Komplementärmedizin Issue 3 rheuma plus Issue 3
38	07.09.	21.09.	Special Issue: Annual Conference of the Austrian Society of Internal Medicine (ÖGIM) Increased print run for the event: Annual Conference of the Austrian Society of Internal Medicine (ÖGIM)
39	14.09.	28.09.	►Special: StartUp Doc Special: Update on Rheumatology with Reports from EULAR 2017 Increased print run for the event: 14th International TCM Congress
40	21.09.	05.10.	Follow up to report on the Annual Conference of the ERS 2017 hautnah Issue 3 Increased print run for the event: Annual Conference of the Austrian Society of Pneumology (ÖGP)
41	28.09.	12.10.	Special: Congress of the Austrian Society of HNO Medicine with DFP Cardio News Austria Issue 6-7 Special: Dementia

Nr.	Closing date for ads	Publication date	Focus
42	05.10.	19.10.	Special: European Society of Cardiology Congress (ESC) apo+ Issue 8
43	12.10.	27.10.	Special: Update Diabetes and 52nd European Association for the Study of Diabetes Annual Meeting (EASD)
44	19.10.	02.11.	Special: Pain
45	27.10.	09.11.	Focus Urology with DFP Special Komplementärmedizin Issue 4
46	02.11.	16.11.	Special: Follow up to the Annual Meeting Conference of the ÖGP 2017 hautnah Issue 4 Increased print run for the event: Annual Meeting Conference of the Austrian Diabetes Association (ÖDG)
47	09.11.	23.11.	Focus Hypertension/Nephrology with DFP apo+ Issue 9 Increased print run for the event: 48th Congress on General Practice and Family Medicine
48	16.11.	30.11.	►Special: StartUp Doc Special: Wound management Special: Blood clotting rheuma plus Issue 4
49	23.11.	07.12.	Special: European Gastroenterology Week (UEGW) Special: Update on Gout Cardio News Austria Issue 8-9

Nr.	Closing date for ads	Publication date	Focus
50-52	30.11.	14.12.	Special: Annual Conference of the Austrian Diabetes Association (ÖDG) Special: Annual Conference of the Austrian Society of Dermatology and Venerology (ÖGDV) apo+ Issue 10 Special Insert: All collected DFPs for 2017
			Cardiology, Hypertension Dermatology, Allergology
			Pain, Neurology Rheumatology/Osteoporosis
			Gynaecology, Urology Pulmology
			Gastroenterology Internal Medicine
			Diabetology

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