Advertising Rates 2017
effective October 1st, 2016

Pediatric Nephrology

— Journal of the International Pediatric Nephrology Association
**Profile**

**Pediatric Nephrology** publishes original laboratory or clinical research and new or important clinical observations pertaining to any aspect of the wide spectrum of acute and chronic diseases that affect renal function in children as well as on hypertension and fluid and electrolyte metabolism. Studies may involve medical, surgical, nutritional, physiologic, biochemical, pathologic or immunologic aspects of disease, imaging techniques or consequences of renal failure. Such work is published either as full length original contributions or as brief reports. The journal also reviews important new developments or controversial issues in the field through invited contributions from recognized authorities and through summaries by its contributing editors of related literature. Special features include pathologic case conferences, a section on practical pediatric nephrology, letters to the editors and a question and answer forum.

**Editor**
Michel Baum, Dallas

**Co-Editor**
Lesley Rees, London

**Science Citation Index**
Impact Factor 2,338 (2015)

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**Publisher**
Springer-Verlag GmbH
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**Print-run**
2,000 Exemplare

**Subscription**
1,770 Exemplare

**Total circulation**
1,800 Exemplare

**Circulation**
Europe 15,9 %
USA/Canada 64,9 %
Asia/Japan 11,4 %
other countries 7,8 %

**Distribution**
paid subscription only

**Publication frequency**
12 issues per year
(Please see the publication schedule)

**Terms of payment**
Net 30 days after receipt of our invoice;
2 % cash discount if paid within 14 days of invoice date; 3 % cash discount if paid in advance of publication.

**Remittance to**
Springer-Verlag GmbH
Deutsche Bank AG, Berlin,
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as at October 2016
# Pediatric Nephrology Advertising Rates 2017
- **effective October 1st, 2016**

## Journal size
210 mm wide x 279 mm high

## Bleed size
add 5 mm to trim size to all sides

## Printing method
offset printing

## Printing material
electronic data only

<table>
<thead>
<tr>
<th>Ad sizes and rates</th>
<th>type area Width x Height</th>
<th>trim size Width x Height</th>
<th>b/w-Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>174 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1.300,–</td>
</tr>
<tr>
<td>page facing 1st text page</td>
<td>174 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1.200,–</td>
</tr>
<tr>
<td>1st right-hand ad page</td>
<td>174 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1.200,–</td>
</tr>
<tr>
<td>1/1 page</td>
<td>174 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1.100,–</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>85 x 240 mm</td>
<td>100 x 279 mm</td>
<td>€ 650,–</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>174 x 115 mm</td>
<td>210 x 135 mm</td>
<td>€ 650,–</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>85 x 115 mm</td>
<td>100 x 135 mm</td>
<td>€ 375,–</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>174 x 55 mm</td>
<td>210 x 65 mm</td>
<td>€ 375,–</td>
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</table>

## Discounts
**Discounts (within one year)**

<table>
<thead>
<tr>
<th>Frequency discount</th>
<th>Space discount</th>
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<tbody>
<tr>
<td>3 x = 3 %</td>
<td>3 pages = 5 %</td>
</tr>
<tr>
<td>6 x = 5 %</td>
<td>6 pages = 10 %</td>
</tr>
<tr>
<td>12 x = 10 %</td>
<td>12 pages = 15 %</td>
</tr>
<tr>
<td>18 x = 15 %</td>
<td>18 pages = 20 %</td>
</tr>
</tbody>
</table>

## Classified ads
20 % reduction from standard rate

## Colour charges
**Colour charges (not subject to any discount)**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>each standard colour</td>
<td>€ 400,–</td>
</tr>
<tr>
<td>4-colour-rate</td>
<td>€ 1.150,–</td>
</tr>
<tr>
<td>each special colour</td>
<td>€ 600,–</td>
</tr>
</tbody>
</table>

(standard colours according to ISO 12647-2)

## Publication schedule 2017

<table>
<thead>
<tr>
<th>Issue No.</th>
<th>Cover Month</th>
<th>Publication date</th>
<th>Closing date</th>
<th>Deadline ad copy</th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>March</td>
<td>10.02.</td>
<td>04.01.</td>
<td>09.01.</td>
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<tr>
<td>4</td>
<td>April</td>
<td>10.03.</td>
<td>02.02.</td>
<td>06.02.</td>
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<tr>
<td>5</td>
<td>May</td>
<td>10.04.</td>
<td>03.03.</td>
<td>07.03.</td>
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<tr>
<td>6</td>
<td>June</td>
<td>11.05.</td>
<td>05.04.</td>
<td>07.04.</td>
</tr>
<tr>
<td>7</td>
<td>July</td>
<td>12.06.</td>
<td>05.05.</td>
<td>09.05.</td>
</tr>
<tr>
<td>8</td>
<td>August</td>
<td>10.07.</td>
<td>01.06.</td>
<td>06.06.</td>
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<tr>
<td>9</td>
<td>September</td>
<td>22.08.</td>
<td>17.07.</td>
<td>19.07.</td>
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<td>10</td>
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<td>11.09.</td>
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<td>08.08.</td>
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<tr>
<td>11</td>
<td>November</td>
<td>09.10.</td>
<td>01.09.</td>
<td>05.09.</td>
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<tr>
<td>12</td>
<td>December</td>
<td>10.11.</td>
<td>05.10.</td>
<td>09.10.</td>
</tr>
</tbody>
</table>

All dates 2017 unless noted otherwise; subject to alterations.
Online/SpringerLink

Target group: Academics worldwide

Profile: SpringerLink (URL: link.springer.com/) is one of the world's leading databases for high-quality STM journals, book series, books and reference works. SpringerLink is a powerful central access point for physicians, researchers and scientists.

Targeting: SpringerLink offers a variety of targeting options to improve the targeting of your message.

Rates: cost per thousand € 85,–

Placement: Journal level, on all abstract pages and on the table of content. Only one advert per page.

Online ad format: 160 x 600 Pixel, static or animated 728 x 90 Pixel, static or animated as .gif-file (40KB) or ad TAG
Linked to a URL of your choice!

Other online options on request.

e-ToC Alert*

Reader-subscribed email blast. This alert details a summary of future content in the upcoming journal issue.

No more than two external ads per Alert

Target group: 3329 e-ToC Alert Subscribers (as of October 2016)

Rates: ad price per alert € 1.700,–

Placement: Positioned in the top part under Important News

Ad format: 468 x 60 Pixel, static, linked to a webpage of your choice.

*Subject to approval by the society
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