

Media Information 2018
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Ärzte Woche



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

10. W. Donnerstag, 10. März 2017, 18. Jahrgang **SpringerMedizin.at**

Sertralin (Gadem)
Natiirlich frei atmen
bei Migraine
und Kopfschmerzen

Tavepico
Natiirlich frei atmen
bei Migraine
und Kopfschmerzen

rheuma plus
Sonderbeilage
rheuma plus

Stille ist Luxus

Einer, dem wir teuer bezahlen. Denn der zunehmende Lärm kostet uns nicht nur Geld, sondern vor allem Lebensjahre. Fluglärm verursacht Hirnveränderung und führt zum Tod.
Lesen Sie weiter auf den Seiten 6 & 7

Nichts geht mehr
Die Regionäre Rauer Schickel, sind wieder aufgefallen. Sie sind die mit dem besten Erfolgsrezept der Schulmedizin. Die Experten sind sich einig: Die beste Behandlung ist die Schulmedizin. Die Experten sind sich einig: Die beste Behandlung ist die Schulmedizin. Die Experten sind sich einig: Die beste Behandlung ist die Schulmedizin.

Editorial
Eine gute Nachrede
Kunden können immer bei der Entscheidung... (text continues)

Entwirrt
Ein Botenstoff soll bei der... (text continues)

Entbehrlich
Schnellrezepte werden... (text continues)

Enthaltam
"Therapie Aids - Diabetes... (text continues)

Ausgeliefert Tag und Nacht
Grundlagen, ungewöhnliche... (text continues)

Gadem® Sertralin Genericon
50 mg → 50 mg
Natiirlich frei atmen
bei Migraine
und Kopfschmerzen

Sonderbeilage rheuma plus

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.

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	19.634 copies (source: ÖAK-2017/for the first half of 2017)
Frequency	Weekly
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Format	310 mm wide x 455 mm high	
Print space	270 mm wide x 384 mm high	
Advertisement sizes and prices	Print space width x height	Price 4c
Full page	290 x 424 mm	€ 4,750
3/5 page portrait	160 x 424 mm	€ 4,170
2/5 page portrait	105 x 424 mm	€ 3,300
1/5 page portrait	50 x 424 mm	€ 2,360
A4	210 x 297 mm	€ 4,150
A5 portrait	160 x 204 mm	€ 2,850
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1/2 page landscape	270 x 212 mm	€ 3,900
1/3 page landscape	270 x 152 mm	€ 2,940
1/4 page landscape	270 x 120 mm	€ 2,160
1/8 page landscape	270 x 72 mm	€ 1,830
Circular large	Ø 155 mm	€ 2,320
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2/10 corner	105 x 188 mm	€ 2,050
1/10 corner	105 x 108 mm	€ 1,500
We will be happy to offer you a quote for special formats like for example jacket ads and jacket banners (before the front page). Prices available on request!		

Stickers/Tip-on cards	per thousand	€ 320
	on the front page, per thousand	€ 370
Inserts	up to 20 g per thousand	€ 300
	up to 50 g per thousand	€ 400
Ribbons	per thousand	€ 370
Flaps	per thousand (incl. printing)	€ 400

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	€ 5,200
	1/2 page, 4c	€ 4,400

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

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	€ 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 Follow-up report: Menopause-Conference
3	04.01.	18.01.	Special: Dementia Focus: Men's Health / Sexual Dysfunction in Men
4	11.01.	25.01.	Special: Pain ►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 Follow-up report: vaccination day 2018
7	01.02.	15.02.	Focus on Diabetes with DFP Increased print run for the event: Annual Conference of the GTH 2018, Wien
8	08.02.	22.02.	Special: Asthma & COPD apo+ Issue 2 Increased print run for the event: ECCO 2018, Vienna
9	15.02.	01.03.	Focus on Allergology Special: Environmental medicine Special Komplementärmedizin Issue 1 RHEUMA PLUS Issue 1
10	22.02.	08.03.	Special: Emergency medicine and cardiological rehabilitation HAUTNAH Issue 1 Increased print run for the event: Cardiology 2018 - Cardiologist Days Innsbruck 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 Cardio News Austria Issue 1-2
12	08.03.	22.03.	Follow-up report Vienna Pain Day 2018 Follow-up report Gastroenterology, ECCO 2018
13	15.03.	29.03.	Special: Pneumology with DFP Focus Angiology, Annual Conference GHT 2018 apo+ Issue 3
14	19.03.	05.04.	Special: Update on Diabetes Follow-up report Cardiology Innsbruck 2018 Onko News AUSTRIA 1-2
15	26.03.	12.04.	Special: Update on Rheuma Special: Incontinence
16	05.04.	19.04.	Focus Oncology of the General Practice with DFP RHEUMA PLUS Issue 2 Increased print run for the event: Spring Conference of ÖGHO Increased print run for the event: Spring Conference of ÖDG
17	12.04.	26.04.	Focus on Internal Medicine apo+ Issue 4 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 ►Special: StartUp Doc
20	03.05.	17.05.	Special: Update Asthma & COPD with DFP HAUTNAH Issue 2
21	11.05.	24.05.	Special: Pain in geriatrics 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 Focus: Sleep medicine 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 Focus of paediatrics of the general practitioner 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 Special Komplementärmedizin Issue 2 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) apo+ Issue 6
28	28.06.	12.07.	Special: Hypertensiology with Reports of ESH 2018 Barcelona with DFP Follow up report EAACI, Munich (Allergology) 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 Special: Metabolic Syndrome and Diabetes Mellitus 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 RHEUMA PLUS Issue 4
36	23.08.	06.09.	Focus on Pneumologie apo+ Issue 7
37	30.08.	13.09.	Special: Headache and Migraine Therapy 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 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 Focus: Dementia HAUTNAH Issue 3
40	20.09.	04.10.	Special: Update on Rheumatology with Reports from EULAR 2018, Amsterdam ► Special: StartUp Doc apo+ Issue 8

Nr.	Closing date for ads	Publication date	Focus
41	27.09.	11.10.	Special: European Society of Cardiology Congress (ESC 2018) RHEUMA PLUS Issue 5
42	04.10.	18.10.	Focus on ERS 2018 Paris 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 Onko News AUSTRIA 7-8
44	18.10.	02.11.	Special: Update on Gout Follow-up report: 3. Ö Crohn Colitis Symposium HAUTNAH Issue 4
45	25.10.	08.11.	Focus Hypertension/Nephrology Focus on Congress of HNO Special Komplementärmedizin Issue 4
46	02.11.	15.11.	Special: Update Diabetes with Focus on EASD 2018, Berlin 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 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 ►Special: StartUp Doc

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

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