Advertising Rates 2014
effective October 1st, 2013

Diabetologia

— Official Journal of the European Association for the Study of Diabetes (EASD)
### Target group
internal specialists, endocrinologists, pediatricians, urologists, ophthalmologists, pharmacologists

### Profile
Diabetologia publishes reports of clinical and experimental work on all aspects of diabetes research and related subjects, provided they have scientific merit and present important facts or new data.

Invited Reviews are also published. Rapid communications of results with immediate interest may also be considered for expedited publication. Mere confirmation of known facts will be accepted only in exceptional cases; the same applies to reports of experiments and observations having no positive outcome. The Editor-in-Chief will be pleased to consider for publication papers read at meetings of the European Association for the Study of Diabetes, provided that they meet the above requirements. Letters to the Editor and Workshop reports are also welcome.

### Affiliation
» Journal of the European Association for the Study of Diabetes (EASD)

### Editor-in-Chief
J. Zierath, Stockholm

### Science Citation Index
Impact Factor 6,487 (2012)

### Publisher
**Springer-Verlag GmbH**
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14197 Berlin | Germany

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### Print-run
7.300 copies

### Subscription
6.887 copies

### Total circulation
7.000 copies

### Circulation
<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Europe</td>
<td>74,5 %</td>
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<tr>
<td>USA/Canada</td>
<td>6,4 %</td>
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<td>Asia/Japan</td>
<td>12,2 %</td>
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<tr>
<td>other countries</td>
<td>7,0 %</td>
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### Distribution
paid subscription only

### Publication frequency
12 issues per year
(Please see the publication schedule)
### 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>
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<tr>
<td>Back cover</td>
<td>174 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 2,800,–</td>
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<tr>
<td>Inside front cover</td>
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<td>210 x 279 mm</td>
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<td>100 x 135 mm</td>
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<tr>
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<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>
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<tr>
<td>6 x = 5 %</td>
<td>6 pages = 10 %</td>
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<tr>
<td>12 x = 10 %</td>
<td>12 pages = 15 %</td>
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<tr>
<td>18 x = 15 %</td>
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### Colour charges
- each standard colour: € 500,–
- 4-colour-rate: € 1,250,–
- each special colour: € 700,–

(Standard colours according to ISO 12647-2)

If the advertisement’s format is 1/2 page or less, a 25 % deduction will be allowed.

### 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
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IBAN: DE41 1007 0000 0021 6176 00
BIC: DEUTDEBB

Classified ads
20 % reduction from standard rate
## Publication schedule 2014

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<th>Issue No.</th>
<th>Month</th>
<th>Publication date</th>
<th>Closing date</th>
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<td>January 2015</td>
<td>17.12. 10.11.</td>
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All dates 2014 unless noted otherwise; subject to alterations.

### 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 as .gif-file (40KB) or ad TAG
- Linked to a URL of your choice!

Other online options on request.
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