

Portrait

The official organ of the German Association of Veterinarians



The character

„Deutsches Tierärzteblatt“ is the official organ of the German Association of Veterinarians. The only magazine which reaches all veterinarians in Germany.

Topics

„Deutsches Tierärzteblatt“ is the unrenounceable medium for veterinarians to get information about:

- new laws
- news from regional Veterinary Chambers
- politics referring to the profession
- announcement of all events
- general technical information

The readership

... are all qualified veterinarians in Germany.

Service

Deutsches Tierärzteblatt offers you...

- a circulation of more than 36,300 copies (of course controlled by the audit bureau of circulation)
- the sector's largest market for situations vacant and wanted, which cares for the highest reader loyalty
- an intensive use of the magazine because of the important editorial contents
- the highest circulation and subscription rate of the sector
- 100 p.c. reliability on your media choice due to the best possible circulation to all veterinarians in Germany!

For rates & dates please turn over ►

Use these convincing facts for your advertising campaign



Price list

no. 52 – valid from January 1, 2010

Printing run 36,626 copies
Actual distributed run 36,353 copies
 IVW controlled (IVW is the German equivalent of ABC, the Audit Bureau of Circulation)

Mechanical requirements Periodical size A4
 210 mm wide x 297 mm deep

Page type area 188 mm wide x 272 mm deep
 3 columns = 60 mm width
 4 columns = 44 mm width

Printing process Offset

Technical requirements digital format necessary

Terms 2 p. c. discount for payment within 8 days, otherwise strictly net 30 days after invoice date, USt-Ident-No. DE 115 697 748

Payments to Sparkasse Hannover
 (Sort code 250 501 80) A/C No. 101 99 00
 IBAN-Nr.: DE41 2505 0180 0001 0199 00
 BIC: SPKHDE2H

Address Schlütersche Verlagsgesellschaft mbH & Co. KG
 Deutsches Tierärzteblatt, D-30130 Hannover
 Phone 0049 511 8550-2555+2480
 Fax 0049 511 8550-2406

Size	Columns	width x depth mm	Basic price b/w €	2 colours €	3 colours €	4 colours €
2/1 page	8 columns	404 x 272	4 798.–	5 231.–	5 661.–	6 093.–
1/1 page	4 columns	188 x 272	2 399.–	2 823.–	3 262.–	3 695.–
2/3 page	2 columns 4 columns	*) 124 x 272 high 188 x 180 wide	1 596.–	1 883.–	2 180.–	2 456.–
1/2 page	2 columns 4 columns	92 x 272 high 188 x 134 wide	1 200.–	1 416.–	1 632.–	1 846.–
1/3 page	1 column 4 columns	*) 60 x 272 high 188 x 88 wide	798.–	941.–	1 084.–	1 228.–
1/4 page	2 columns 4 columns	92 x 134 high 188 x 65 wide	600.–	707.–	816.–	923.–
1/6 page	1 column 2 columns	*) 60 x 134 high 92 x 88 wide	399.–	471.–	543.–	615.–
1/8 page	1 column 2 columns 4 columns	44 x 134 high 92 x 65 wide 188 x 31 wide	300.–	355.–	407.–	461.–

*) textual advertisements

Vacancies and small ads will be calculated by the mm.

mm-price per column
 1 column, 44 mm wide € 2.35
 1 column, 60 mm wide (textual advertisements minimum 50 mm) € 3.12

Colour charges for each colour and mm
 1 column, 44 mm wide € 0.45
 1 column, 60 mm wide € 0.62
 colour surcharge minimum € 51.–

Publishing and closing dates

2010	publishing date	official closing date	closing date classified ads
issue no. 1	January 4, 2010	December 9, 2009	December 12, 2009
issue no. 2	February 1, 2010	January 12, 2010	January 12, 2010
issue no. 3	March 1, 2010	February 9, 2010	February 12, 2010
issue no. 4	April 1, 2010	March 12, 2010	March 12, 2010
issue no. 5	May 3, 2010	April 12, 2010	April 12, 2010
issue no. 6	June 1, 2010	May 10, 2010	May 12, 2010
issue no. 7	July 1, 2010	June 11, 2010	June 12, 2010
issue no. 8	August 2, 2010	July 9, 2010	July 12, 2010
issue no. 9	September 1, 2010	August 12, 2010	August 12, 2010
issue no. 10	October 1, 2010	September 10, 2010	September 12, 2010
issue no. 11	November 1, 2010	October 11, 2010	October 12, 2010
issue no. 12	December 1, 2010	November 11, 2010	November 12, 2010

Tip-in 2 pages insert € 3 570.–
 4 pages insert € 4 652.–

Minimum size for bleed inserts untrimmed
 216 mm deep x 303 mm wide.
 Series discount: 1 insert = 1 page

Loose inserts Up to 25 g weight per 1 000 copies € 132.–
 Up to 50 g weight per 1 000 copies € 173.–

Maximum size 200 mm wide x 290 mm deep
 Series discount: 1 loose insert = 1 page

Series discounts 3 insertions or 1 page 5 p. c.
 6 insertions or 3 pages 10 p. c.
 9 insertions or 6 pages 15 p. c.
 12 insertions or 12 pages 20 p. c.
 (All series must be completed within a 12-months' period)

Delivery-address for inserts Inserts folded and untrimmed to be delivered to:
 – Deutsches Tierärzteblatt, No ... –
 CW Niemeyer Druck GmbH
 Druckzentrum Wangelist
 Böcklerstraße 13
 31789 Hameln
 Germany

Classified advertisements (no discount): mm-price per column

All advertisements under "Situation Vacant", "Locum-Tenencies", "Partnerships", "Practice Transfers", "Practices Required", "Rentings", "Leasings", "Practices to let" and "Real Estate" will be published on www.vetline.de too € 2.55

further mm-price per column

Employment Wanted (also published on www.vetline.de) € 1.79
 other one-off ads € 2.24
 other commercial ads € 2.35
 box number fee in Europe, other countries on request € 12.00

Vacancies and small ads will be calculated by the mm.

You need more information? Please ask our:

Phone + 49 511 8550 2555/2480
 Fax + 49 511 8550 2406
 E-Mail vet@schluetersche.de