



Portrait

The magazine for advanced veterinary medicine

The character

„Der Praktische Tierarzt“ is the official organ of the Association of German Veterinary Practitioners.

Topics

Veterinarians use „Der Praktische Tierarzt“ to get information about current developments in the veterinary medicine. Among other things they read:

- experiences with new cures and methods
- valuable technical information from original manuscripts and lectures
- the extensive event calendar

The readership

... are in the first instance the practising vets in pets, horses and farm animals practices as well as in veterinary clinics in Germany.

Service

„Der Praktische Tierarzt“ offers you...

- a circulation of more nearly 7,500 copies
- readers who take decisions: practising veterinarians
- a high number of regular readers: which is proved by nearly 6,400 issues sold – month by month



For rates & dates please turn over ►

Use these convincing facts for your advertising campaign



Price list

no. 45 – valid from January 1, 2010

Printing run 7,614 copies
Actual distributed run 7,497 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
 Der Praktische Tierarzt, D-30130 Hannover
 Phone 0049 511 8550-2555+2429
 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	4 339.–	4 720.–	5 098.–	5 478.–
1/1 page	4 columns	188 x 272	2 170.–	2 550.–	2 928.–	3 309.–
2/3 page	2 columns 4 columns	*) 124 x 272 high 188 x 180 wide	1 444.–	1 697.–	1 950.–	2 203.–
1/2 page	2 columns 4 columns	92 x 272 high 188 x 134 wide	1 084.–	1 275.–	1 466.–	1 653.–
1/3 page	1 column 4 columns	*) 60 x 272 high 188 x 88 wide	722.–	848.–	975.–	1 101.–
1/4 page	2 columns 4 columns	92 x 134 high 188 x 65 wide	543.–	636.–	732.–	826.–
1/6 page	1 column 2 columns	*) 60 x 134 high 92 x 88 wide	361.–	424.–	489.–	552.–
1/8 page	1 column 2 columns 4 columns	44 x 134 high 92 x 65 wide 188 x 31 wide	271.–	318.–	365.–	414.–

*) textual advertisements

mm-price per column
 1 column, 44 mm wide € 2.14
 1 column, 60 mm wide (textual advertisements) € 2.86

Publishing and closing dates

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

You need more information? Please ask our:

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 Fax + 49 511 8550 2406
 E-Mail vet@schluetersche.de

Colour charges for each colour and mm
 1 column, 44 mm wide € 0.43
 1 column, 60 mm wide € 0.57
 colour surcharge minimum € 51.–

Tip-in 2 pages insert € 2 970.–
 4 pages insert € 3 766.–

Bound inserts 4 pages insert € 4 127.–

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 € 242.–
 Up to 50 g weight per 1 000 copies € 312.–

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 Inserts folded and untrimmed to be delivered to:
for inserts
 Werbedruck GmbH Horst Schreckhase
 – Der Praktische Tierarzt, No ... –
 Dörbach 22
 34286 Spangenberg
 Germany