



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 than 7,500 copies
- readers who take decisions: practising veterinarians
- a high number of regular readers: which is proved by nearly 6,200 issues sold – month by month



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Use these convincing facts for your advertising campaign



Price list

no. 47 – valid from January 1, 2012

Printing run 7,624 copies
 Actual distributed run 7,538 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

2012	publishing dates	closing dates
issue no. 1	January 2, 2012	December 9, 2011
issue no. 2	February 1, 2012	January 11, 2012
issue no. 3	March 1, 2012	February 9, 2012
issue no. 4	April 2, 2012	March 12, 2012
issue no. 5	May 1, 2012	April 10, 2012
issue no. 6	June 1, 2012	May 9, 2012
issue no. 7	July 2, 2012	June 8, 2012
issue no. 8	August 1, 2012	July 10, 2012
issue no. 9	September 3, 2012	August 10, 2012
issue no. 10	October 1, 2012	September 10, 2012
issue no. 11	November 1, 2012	October 11, 2012
issue no. 12	December 3, 2012	November 12, 2012

You need more information? Please ask our:

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 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 € 52.–

Tip-in 2 pages insert € 3 309.–
 4 pages insert € 4 166.–

Bound inserts 4 pages insert € 4 964.–

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 € 306.–
 Up to 50 g weight per 1 000 copies € 395.–

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
 Grafisches Centrum Cuno GmbH & Co. KG
 – Der Praktische Tierarzt, No ... –
 Gewerbering West 27
 39240 Calbe
 Germany