



## 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 37,500 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 ►



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Use these convincing facts for your advertising campaign



## Price list

no. 54 – valid from January 1, 2012

Printing run .....37,088 copies  
 Actual distributed run .....36,853 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	4 894.–	5 336.–	5 774.–	6 215.–
1/1 page	4 columns	188 x 272	2 447.–	2 889.–	3 327.–	3 769.–
2/3 page	2 columns 4 columns	*) 124 x 272 high 188 x 180 wide	1 628.–	1 921.–	2 224.–	2 505.–
1/2 page	2 columns 4 columns	92 x 272 high 188 x 134 wide	1 224.–	1 444.–	1 665.–	1 883.–
1/3 page	1 column 4 columns	*) 60 x 272 high 188 x 88 wide	814.–	960.–	1 106.–	1 253.–
1/4 page	2 columns 4 columns	92 x 134 high 188 x 65 wide	612.–	721.–	832.–	941.–
1/6 page	1 column 2 columns	*) 60 x 134 high 92 x 88 wide	407.–	480.–	554.–	627.–
1/8 page	1 column 2 columns 4 columns	44 x 134 high 92 x 65 wide 188 x 31 wide	306.–	362.–	415.–	470.–

\*) textual advertisements

### Vacancies and small ads will be calculated by the mm.

mm-price per column  
 1 column, 44 mm wide ..... € 2.40  
 1 column, 60 mm wide (textual advertisements minimum 50 mm) ..... € 3.18

### Publishing and closing dates

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

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](http://www.vetline.de) too ..... € 2.55

further mm-price per column\*)  
 Employment Wanted 92 mm width x 20 mm depth  
 (also published on [www.vetline.de](http://www.vetline.de)) ..... free of charge  
 other one-off ads ..... € 2.24  
 other commercial ads ..... € 2.40  
 box number fee in Europe, other countries on request ..... € 12.00

### Vacancies and small ads will be calculated by the mm.

\*) = max. depth 180 mm / 3 columns

Colour charges ..... for each colour and mm  
 1 column, 44 mm wide ..... € 0.46  
 1 column, 60 mm wide ..... € 0.63  
 colour surcharge minimum ..... € 52.–

Tip-in ..... 2 pages insert ..... € 3 769.–  
 4 pages insert ..... € 4 745.–

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 .... € 135.–  
 Up to 50 g weight per 1 000 copies .... € 176.–

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  
 – Deutsches Tierärzteblatt, No ... –  
 CW Niemeyer Druck GmbH  
 Druckzentrum Wangelist  
 Böcklerstraße 13  
 31789 Hameln, Germany

### You need more information? Please ask our:

Phone ..... + 49 511 8550 2555/2480  
 Fax ..... + 49 511 8550 2406  
 E-Mail ..... [vet@schluetersche.de](mailto:vet@schluetersche.de)