

Short description „German midwife magazine“

Target group: The target group are midwives, midwife-apprentices and gynaecologists in all current of topics of the midwife's activity: pregnancy, birth, lying-in, 1st year, job & practice, health, politics & society, politics & economy, medicine and science, right (law), culture.

Circulation: **Circulation (average 01.10.2008-30.09.2009)**
Print run: 8.167
Subscriptions: 7.216
Distribution: 7.744



Circulation audit: **By IVW**

Content: The German midwife's-magazine is the medium of information for midwives and male midwives. It reports in detail on all subjects concerning the midwife's occupation. From medical developments like from the practical experiences of the midwives in Germany and the whole world; from the changes in the health service and the legal position of the midwives in Germany; from new educational drafts and advanced training possibilities as well as many things more.

Advertising dimensions and rates 2010 (all prices in € plus VAT)

A) Editorial section

format	format (a x b)	trim size	b&w	1 extra	2 extra	4 colours
1/1 page	185 x 265	210 x 297	1.550	1.820	2.090	2.350
2/3 page vertical	122 x 265	135 x 297	1.210	1.290	1.450	1.610
1/2 page horizontal	185 x 130	210 x 145	855	1.020	1.175	1.340
1/2 page vertical	90 x 265	103 x 297	855	1.020	1.175	1.340
1/3 page vertical	58 x 265	65 x 297	535	615	700	780
1/3 page horizontal	185 x 85	210 x 95	535	615	700	780
1/3 page standard	122 x 130	-	535	615	700	780
1/4 page horizontal	185 x 65	210 x 72	350	430	510	590
1/6 page vertical	58 x 130	on request	295	325	360	400
1/6 page horizontal	185 x 43	on request	295	325	360	400
1/8 page horizontal	185 x 32	on request	195	235	280	320

B) Other places

format	format (a x b)	4 colours
Inside front	210 x 297	2.540
Inside back cover	210 x 297	2.475
Back cover	210 x 297	2.540

C) Service section (training, job market, miscellaneous (4 columns à 43 mm))

Format	format (a x b)	b&w	4 colours
1/1 page	185 x 265	1.175	1.390
1/2 page horizontal	185 x 130	600	720
1/2 page vertical	90 x 265	600	720
1/4 page horizontal	185 x 65	300	350
1/4 page vertical	90 x 130	300	350
1/8 page vertical	90 x 65	150	175
1/8 page horizontal	185 x 32	150	175

Price for mm-ads in service section:

1 column, b&w

1,15 €

1 column, 4 colours

1,35 €

(ALL PRICES PLUS VAT !)

D) Discounts (for ads booked in one year)

BY PAGES		BY FREQUENCY	
More than 1 page	5%	More than 3 ads	3%
More than 2 pages	10%	More than 6 ads	5%
More than 4 pages	15%	More than 9 ads	10%
More than 8 pages	20%	More than 12 ads	15%

E) Publication Dates

Issue	Booking deadline	Copy deadline	Publication date
DHZ 01/2010	09.12.09	10.12.09	04.01.10
DHZ 02/2010	11.01.10	12.01.10	01.02.10
DHZ 03/2010	08.02.10	09.02.10	01.03.10
DHZ 04/2010	11.03.10	12.03.10	01.04.10
DHZ 05/2010	12.04.10	13.04.10	03.05.10
DHZ 06/2010	07.05.10	10.05.10	01.06.10
DHZ 07/2010	10.06.10	11.06.10	01.07.10
DHZ 08/2010	12.07.10	13.07.10	02.08.10
DHZ 09/2010	11.08.10	12.08.10	01.09.10
DHZ 10/2010	10.09.10	13.09.10	01.10.10
DHZ 11/2010	11.10.10	12.10.10	01.11.10
DHZ 12/2010	10.11.10	11.11.10	01.12.10

F) Technical data / Transmitting data german midwife magazine

Magazin format: 210 mms wide x 297 mms high
Type area: 185 mms wide x 265 mms high
Advertisements formats: other formats on inquiry are possible.
Colored advertisements: Europe-scale CMYK
Printing matter: Reeloffset, spine staple
Printing documents: data ready for printing on CD or by ISDN incl. Proof
via CD: Please send the CD to:
typotime GbR
Deutsche Hebammen Zeitschrift
In den Sieben Äckern 2
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GERMANY
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