

## Short description „Parent-Information” from the ”German midwife magazine“

- Target group:** The target group are all parents. The “parent information” is given from the midwives to the parents.
- Frequency:** 3 new issues and 4 revised issues in 2008
- Print run:** 30.000 up to 40.000 (depending on theme)
- Distribution:** At about 9.500 as a loose insert in the german midwife magazine. The rest will be ordered by the midwives, which hand out them to the parents.



### Publication Dates

| <i>Parent-Information</i>   | <i>Booking deadline</i> | <i>Copy deadline</i> | <i>Publication date</i> | <i>Issue</i>     |
|---|-------------------------|----------------------|-------------------------|------------------|
| <b>Strengthening the elvic floor / Preventing incontinence</b><br>(„Beckenboden stärken / Inkontinenz verhindern“)        | 16.02.2009              | 02.03.2009           | 01.04.2009              | New publication  |
| <b>Birthing-positions</b><br>(„Gebärhaltungen“)   | 16.02.2009              | 02.03.2009           | 01.04.2009              | 3. revised issue |
| <b>Prophylaxis-measures fort the baby</b><br>(„Prophylaxemaßnahmen für den Säugling“)                                     | 15.05.2009              | 02.06.2009           | 01.07.2009              | New publication  |
| <b>Baby food</b><br>(„Einführung von Beikost“)  | 15.05.2009              | 02.06.2009           | 01.07.2009              | 5. revised issue |
| <b>Healthy food while pregnancy and breast-feeding time</b><br>(„Gesunde Ernährung in der Schwangerschaft und Stillzeit“) | 15.05.2009              | 02.06.2009           | 01.07.2009              | 4. revised issue |
| <b>Growing up and development of the baby in the first year</b><br>(„Entwicklung des Kindes im 1. Lebensjahr“)            | 17.08.2009              | 01.09.2009           | 01.10.2009              | New publication  |
| <b>Puerperium and regression</b><br>(„Wochenbett und Rückbildung“)  | 17.08.2009              | 01.09.2009           | 01.10.2009              | 4. revised issue |

## Advertising dimensions and rates 2009 (all prices in € plus VAT)

| <i>format</i>   | <i>format (a x b)</i> | <i>trim size</i> | <i>full colour</i> |
|-----------------|-----------------------|------------------|--------------------|
| <b>U4</b>       |                       | 205 x 293 mm     | 3.250,-            |
| <b>1/1 page</b> | 185 x 265 mm          | 205 x 293 mm     | 2.995,-            |
| <b>2/3 page</b> | 122 x 265 mm          | 135 x 293 mm     | 2.100,-            |
| <b>1/2 page</b> | 185 x 130 mm          | 205 x 145 mm     | 1.580,-            |
| <b>1/3 page</b> | 185 x 85 mm           | 205 x 95 mm      | 1.050,-            |
| <b>1/3 page</b> | 58 x 265 mm           | 65 x 293 mm      | 1.050,-            |
| <b>1/4 page</b> | 185 x 65 mm           | 205 x 72 mm      | 840,-              |
| <b>1/8 page</b> | 90 x 65 mm            | --               | 470,-              |

(All prices plus vat !)

### Discounts (for ads booked in one year)

BY FREQUENCY

More than 2 ads 5%; More than 3 ads 7,5%; More than 4 ads 10%

### Technical data / Transmitting data

**Advertisements formats:** other formats on inquiry are possible.  
**Colored advertisements:** Europe-scale CMYK  
**Printing documents:** data ready for printing on CD or by ISDN incl. Proof  
**Indication:** With deliveries of other printing material (films, pure drawings, slides, etc) we charge the resulting additional costs of the printing office to digitize by the publishing house separately.

**via CD:** Please send the CD to:  
 typotime GbR  
 Deutsche Hebammen Zeitschrift  
 In den Sieben Äckern 2  
 31162 Bad Salzdethfurth / Groß Düngen  
 GERMANY

via ISDN:

+49 [0]50 64 855 16

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