

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:** 2 new issues and 4 revised issues in 2012
- Print run:** 30.000 up to 40.000 (depending on theme)
- Distribution:** At about 10.000 from new editions as a loose insert in the German midwife magazine. The rest will be ordered by the midwives, which they hand out carefully targeted to the parents.



Publication Dates

Topic	Space close	Material due	On sale	Edition
Baby food	15.02.2012	29.02.2012	02.04.2012	Revised edition
Bonding	13.04.2012	27.04.2012	01.06.2012	New edition
Prophylaxis-measures for the baby	15.06.2012	29.06.2012	01.08.2012	Revised edition
Postpartum care	15.06.2012	29.06.2012	01.08.2012	Revised edition
Prenatal diagnostics	15.08.2012	29.08.2012	01.10.2012	New edition
Prenatal care	15.08.2012	29.08.2012	01.10.2012	Revised edition

Advertising dimensions and rates 2012 (all prices in € plus VAT)

<i>format</i>	<i>format (a x b)</i>	<i>trim size</i>	<i>full colour</i>
U4		205 x 293 mm	3.250,-
1/1 page	185 x 265 mm	205 x 293 mm	2.995,-
2/3 page	122 x 265 mm	135 x 293 mm	2.100,-
1/2 page	185 x 130 mm	205 x 145 mm	1.580,-
1/3 page	185 x 85 mm	205 x 95 mm	1.050,-
1/3 page	58 x 265 mm	65 x 293 mm	1.050,-
1/4 page	185 x 65 mm	205 x 72 mm	840,-
1/8 page	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 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:
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 Deutsche Hebammen Zeitschrift
 In den Sieben Äckern 2
 31162 Bad Salzdethfurth / Groß Düngen
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Das bewegt.

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