

## 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 01.07.2010-30.06.2011)**  
Print run: 8.531  
Subscriptions: 7.067  
**Distribution: 8.225**



**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 2012 (all prices in € plus VAT)

**Please note: New advertisement dimensions in 2012 !**

### A) Editorial section

format	format (a x b)	trim size	b&w	1 extra	2 extra	4 colours
1/1 page	175 x 250	210 x 297	1.580	1.855	2.130	2.395
2/3 page vertical	115 x 250	135 x 297	1.235	1.315	1.480	1.640
1/2 page horizontal	175 x 122	210 x 141	870	1.040	1.200	1.365
1/2 page vertical	85 x 250	105 x 297	870	1.040	1.200	1.365
1/3 page vertical	175 x 79	210 x 98	545	625	715	795
1/3 page horizontal	115 x 122	-	545	625	715	795
1/3 page standard	55 x 250	75 x 297	545	625	715	795
1/4 page horizontal	175 x 58	210 x 77	355	440	520	600
1/4 page corner	85 x 122	-	355	440	520	600
1/6 page vertical	175 x 38	on request	300	330	365	410
1/6 page horizontal	55 x 122	on request	300	330	365	410
1/8 page horizontal	175 x 26	on request	200	240	285	325

### B) Other places

format	format (a x b)	4 colours
Inside front	210 x 297	2.590
Inside back cover	210 x 297	2.520
Back cover	210 x 297	2.590

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

<i>Format</i>	<i>format (a x b)</i>	<i>b&amp;w</i>	<i>4 colours</i>
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	185 x 32	150	175
1/8 page corner	90 x 65	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**

<i>Issue</i>	<i>Booking deadline</i>	<i>Copy deadline</i>	<i>Publication date</i>
DHZ 11/2011	11.10.2011	12.10.2011	01.11.2011
DHZ 12/2011	10.11.2011	11.11.2011	01.12.2011
DHZ 01/2012	08.12.2011	09.12.2011	02.01.2012
DHZ 02/2012	10.01.2012	11.01.2012	01.02.2012
DHZ 03/2012	08.02.2012	09.02.2012	01.03.2012
DHZ 04/2012	09.03.2012	12.03.2012	02.04.2012
DHZ 05/2012	05.04.2012	10.04.2012	02.05.2012
DHZ 06/2012	08.05.2012	09.05.2012	01.06.2012
DHZ 07/2012	08.06.2012	11.06.2012	02.07.2012
DHZ 08/2012	10.07.2012	11.07.2012	01.08.2012
DHZ 09/2012	10.08.2012	13.08.2012	03.09.2012
DHZ 10/2012	07.09.2012	10.09.2012	01.10.2012
DHZ 11/2012	10.10.2012	11.10.2012	01.11.2012
DHZ 12/2012	09.11.2012	12.11.2012	03.12.2012

## F) Technical data / Transmitting data german midwife magazine

**Magazin format:** 210 mms wide x 297 mms high  
**Type area:** 175 mms wide x 250 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 incl. Proof  
**via CD:** Please send the CD to:  
typotime GbR  
Deutsche Hebammen Zeitschrift  
In den Sieben Äckern 2  
31162 Bad Salzdetfurth / Groß Dungen  
GERMANY

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