

Medizinische Monatsschrift für Pharmazeuten

Media Kit 2024

Valid from 1st of January 2024



Medizinische Monatsschrift für Pharmazeuten

Contents, Brand

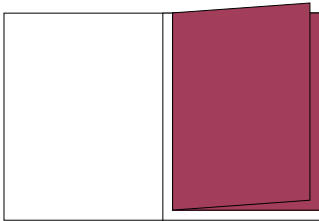
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Print



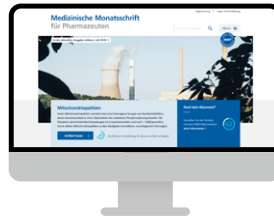
More information at:
deutscher-apotheker-verlag.de

Ad Specials



More information at:
<http://media-adspecials.wissenschaftliche-verlagsgesellschaft.de/kph-mmp/>

Digital



More information at:
<https://www.deutscher-apotheker-verlag.de/Verlag/Mediadaten/>

Events



More information at:
interpharm.de



Medizinische Monatsschrift für Pharmazeuten

Publisher's Details

Brief characteristics

The Medizinische Monatsschrift für Pharmazeuten (MMP) is a subscription magazine for pharmacists. Most subscribers work in public pharmacies or hospital pharmacies. MMP is the organ of the German Society for Clinical Pharmacy (DGKPha).

The MMP stands out from other pharmaceutical journals due to the comparatively large proportion of medical topics, exemplified in the section „Medicine meets Pharmaceutics“. Another focus is on clinical pharmaceutical work.

Regular section of the journal are overviews, certified continuing education programmes, reviews of important publications from international professional literature, as well as reports from professional congresses and other continuing education events.

The MMP is thus indispensable for continuous training in pharmacology, medicine and clinical pharmacy. It is the basis for providing sound advice to patients and communication with physicians.



Target group

Pharmacists, primarily in public pharmacies

Publication frequency

Monthly

Volume

47th Volume 2024

Price List

No. 47 from 01.01. 2024

Journal format

DIN A4

Width 210 x Height 297mm

3 mm bleed for each trimming

Printing and binding

Offset, 70s grid, Saddle stitching

Publisher

Deutscher Apotheker Verlag

PO Box 10 10 61

70009 Stuttgart, Germany

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anzeigen@deutscher-apotheker-verlag.de

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Medizinische Monatsschrift für Pharmazeuten

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Terms of payment

Payable within 30 days of receipt of invoice,
2% discount for payment within 8 days.

Bank Details

Landesbank BW Stuttgart
BIC (Swift) SOLADEST
IBAN DE33 6005 0101 0002 149079

Postbank Stuttgart
BIC (Swift) PBNKDEFF
IBAN DE98 6001 0070 0017 463709

Agency Commission

10% (not to mailing charges and technical costs)

Our general terms and conditions for advertisements and thirdparty inserts in journals and magazines can be found online at:

deutscher-apotheker-verlag.de/verlag/mediadaten/
The technical data and delivery notes for advertisements, bound inserts and third-party inserts can be found online at:
deutscher-apotheker-verlag.de/verlag/mediadaten/



Medizinische Monatsschrift für Pharmazeuten

Circulation Analysis

Circulation control 

Circulation Analysis

Copies per issue, annual average
(July 1, 2022 to June 30, 2023)

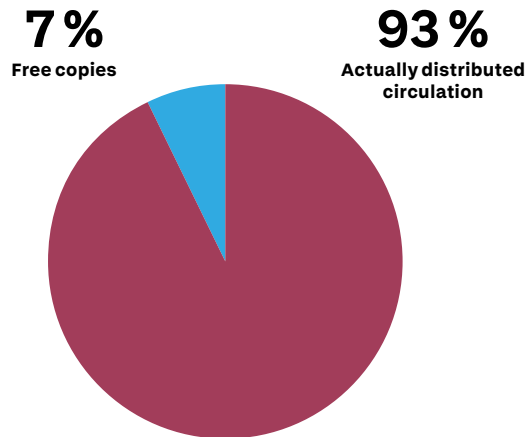
Sales	Quantity	
Print run	3,065	-
Actually distributed circulation	2,848	of this, abroad: 359
Circulation sold	2,520	of this, abroad: 351
Circulation subscribed	2,500	of this, membership: 54
Individual sales	-	-
Other sales	20	-
Free copies	328	of this, abroad: 8
Remaining, specimen and archive copies	217	-

Geographical Distribution Analysis

Actually distributed circulation = 100% (2,848 copies)

Economic area	%	Copies
Domestic	87.5	2,489
Abroad	12.5	359

Actually distributed circulation



Medizinische Monatsschrift für Pharmazeuten

Timetable and Topics

Issue	Frequency of Publication: monthly	Ad Booking Deadline/ Copy Deadline	Congresses
1	05.01.2024	18.12.2023	
2	02.02.2024	17.01.2024	
3	01.03.2024	14.02.2024	
4	05.04.2024	18.03.2024	Interpharm 12th to 13th of April 2024, Manheim
5	03.05.2024	17.04.2024	
6	31.05.2024	14.05.2024	
7	28.06.2024	12.06.2024	
8	02.08.2024	17.07.2024	
9	30.08.2024	14.08.2024	Expopharm 09th to 12th of October 2024, Munich
10	04.10.2024	18.09.2024	
11	01.11.2024	16.10.2024	
12	29.11.2024	13.11.2024	

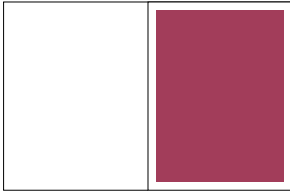
The MMP.online newsletter usually appears on the Wednesday after the issue is published.
Prices on request.



Medizinische Monatsschrift für Pharmazeuten

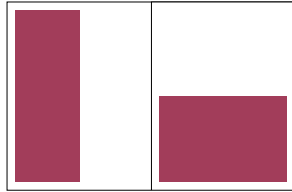
Ad Prices and Formats

3,234 € (4c) / 1,309 € (s/w)



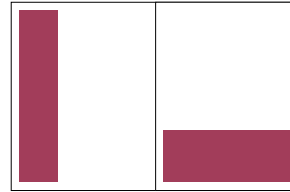
1/1 page (W x H in mm)
 Type area Bleed
 177 x 255 210 x 297

1,940 € (4c) / 966 € (s/w)



1/2 page (W x H in mm)
 Type area Bleed
 vert. 90 x 255 105 x 297
 horiz. 177 x 128 210 x 148

1,610 € (4c) / 743 € (s/w)



1/3 page (W x H in mm)
 Type area Bleed
 vert. 56 x 255 70 x 297
 horiz. 177 x 87 210 x 99

3,812 € (4c)

2. + 4. Cover page

All prices plus VAT
 All formats in the bleed plus
 3 mm bleed all around

Technical data and delivery notes:
 Online at:
[deutscher-apotheker-verlag.de/
 verlag/mediadaten/](http://deutscher-apotheker-verlag.de/verlag/mediadaten/)



Medizinische Monatsschrift für Pharmazeuten

Discounts and Combinations

Discounts

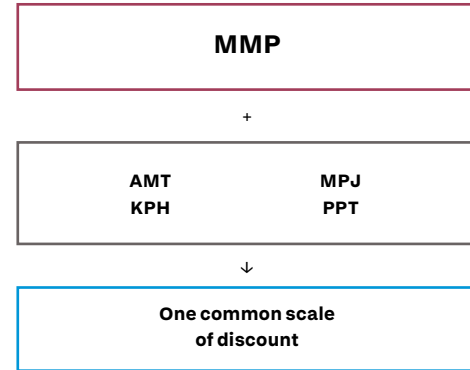
for purchase within 12 months (calendar or insertion year)

Frequency Discounts		Quantity Discounts	
2x publication	3%	1 page	3%
4x publication	5%	as of 2 pages	5%
6x publication	10%	as of 4 pages	10%
12x publication	15%	as of 6 pages	15%
		as of 12 pages	20%

Inserts and technical costs are not discountable.

Combinations

Overall combinations



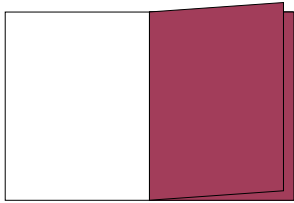
Overall combination

Arzneimitteltherapie, Krankenhauspharmazie, Medizinische Monatsschrift für Pharmazeuten, Medizinprodukte Journal and Psychopharmakotherapie:
5 strong journals - one common scale of discount.



Bound Inserts, Supplements, Postcards

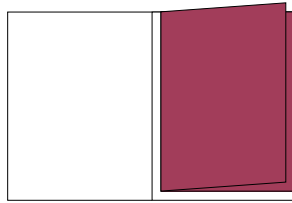
Price on request



Central bound-in insert

- Price 4-sided
- 4 pages DIN A4 + 3 mm Bleed on all pages
- Paper grammage at least 100 g/m²
- Bound-in inserts are not discountable, 10% agency commission

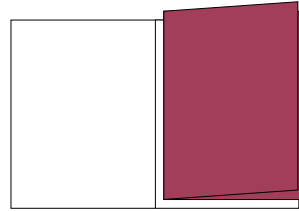
1,155 €



Supplements

- Supplements up to format W 200 x H 295 mm
- Up to 25g, every further 5 g 14.50 € per thousand
- Prices incl. postal charges for whole circulation, partial circulation not possible
- Supplements are not discountable, 10% agency commission

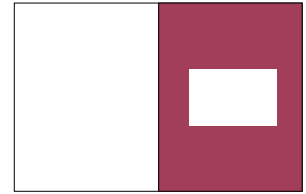
1,733 €



Oversize Supplements

- Oversize supplements maximum format: W 200 x H 312 mm
- Up to 25g, every further 5 g 99 €
- Prices incl. postal charges for whole circulation, partial circulation not possible
- Oversize supplements are not discountable, 10% agency commission
- **Oversize supplements are exclusively only one time per published issue**

612 €



Postcards

(to be mechanically glued on)

- Prices incl. postal charges for whole circulation, partial circulation not possible
- Booklet, CD/DVD, Flyer, Product sample (to be glued on manually), price on request after presentation of a sample
- Glued-on Product samples are not discountable and agency commission does not apply

A selection of further special forms of advertising is provided at:

deutscher-apotheker-verlag.de/verlag/mediadaten/

Medizinische Monatsschrift für Pharmazeuten

Technical Notes

Postal charges

No additional postal charges will be made for inserts and glued-on advertising material under three millimetres thick. Above 3 mm thickness, the following additional costs apply:

3.0 mm bis 5.4 mm	50 € je Tausend
5.5 mm bis 10.4 mm	75 € je Tausend
10.5mm bis 30.0 mm	100 € je Tausend

Quantity to be delivered

Circulation of the booked issue + 3% over-delivery

Delivery date

2 weeks before publication. See schedule p. 7

Shipping address

W. Kohlhammer Druckerei GmbH + Co.
Augsburger Straße 722
70329 Stuttgart (Obertürkheim), Germany
+49 (0)711 3272-0
Delivery note: For MMP, issue ...

Technical Notes

Before accepting and confirming the order for special forms of advertising bound inserts, supplements, oversize supplements and glued-on advertising media, a binding sample must be submitted (PDF is sufficient for supplements and bound inserts). The special advertisement forms must be designed in such a way that they are recognisable as advertising and cannot be confused with the editorial section.

Technical Data and Delivery Notes

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