

DIMMENSIONS & PRICES MAGAZINE



 <p>1/1 A4 First Cover 1800 euro</p> <p>Size 210x240 mm</p>	 <p>2/1 A4 900 euro</p> <p>Size 420x297 mm</p>	 <p>1/1 A4 700 euro</p> <p>Size 210x297 mm</p>	 <p>1/2 A4 horizontal 500 euro</p> <p>Size 175x125 mm</p>	 <p>1/2 A4 vertical 500 euro</p> <p>Size 88x247 mm</p>	 <p>new product 200 euro</p>
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File formats: TIFF or EPS (all text has to be converted to curves/outlines).

Advertising must be adapted to **CC version of adobe** Illustrator.

Colour mode: CMYK (no spot colours please). Resolution: 300 dpi. All full page and spread ads should bleed 3 mm off all edges.

Please **do not put any crop marks, registration marks, colour bars** or other additional information in your file.

Calibrated digital colour proofs should accompany the ads, otherwise the quality of printing cannot be guaranteed. If no colour proof is provided, we do not accept claims regarding the print

SPECIAL POSITIONS

TYPE	SIZE	PRICE (EUR)
First Cover	210 x 220MM	1800
Back (Fourth) Cover	210x297MM	1500
First double pages (2 and 3 pages)	420 x 297MM	1200
Middle Double page	420x297MM	1000
Insert sample/gift (up to 20 g) for all copies		1300

E-MAIL CAMPAIGN

TYPE	PRICE (EUR)
E-mail campaign addressed to all 2500 recipients in the data base	700 euro
Ask for your personal offer!*	Depends on parameters

E-mail campaign can be made by parameters given by you. It can be filtered and targeted to different groups of recipients.

For example: to Marketing Managers, Trade Directors, Executive Directors, Manufacturers, Pharma Chains, Distributors, Independent pharmacies, etc.