



ZEITSCHRIFT  
FÜR **PHYSIO**  
THERAPEUTEN



# 2020 MEDIA DATA



JOURNAL

## 1 TITLE

pt Journal for Physiotherapists

## 2 BRIEF OUTLINE

The “pt Journal for Physiotherapists” is aimed at physiotherapists and other interested professionals. It is independent, not linked to any particular organisation and provides information about the latest practices. It is current, comprehensive and critical. The sections entitled “Dialogue”, “News and People”, “Policies”, “Treatments”, “Research & Evidence”, “Theories” and “Service” contain technical articles, interviews, reports, features and industry news. Much of this is available as multimedia content with cross-media links via the pt portal and social media channels such as Facebook and YouTube.

## CONTENT

pt covers all physiotherapy specialisms, such as musculoskeletal treatments and rehabilitation, neurological physiotherapy and rehab; the cardiovascular system; geriatrics and psychosomatics. It also deals with all physiotherapy areas, including outpatient practice, outpatient rehab, primary and secondary healthcare markets, physiotherapy in acute care hospitals, inpatient rehab, training, studying, advanced training, research and vocational policy.

## WHAT MAKES IT SPECIAL?

It is the largest, specialist physiotherapy journal published in Germany and is steeped in tradition. It is current, critical, independent and not linked to any particular organisation.

## 3 TARGET GROUP

Physiotherapists including those working in hospitals, masseurs, occupational therapists, doctors, sports scientists / sports doctors

<b>Edition</b>	<b>Publication date</b>	<b>Advertising deadline</b>	<b>Print copy</b>	<b>Delivery of boundin inserts/inserts</b>	<b>Focal points / trade fairs</b>
<b>January 2020</b>	10/01/2020	09/12/2019	13/12/2019	20/12/2019	<b>A look at the brain (neurology, psychiatry)</b> ARTZT-Symposium, TheraPro, Stuttgart
<b>February 2020</b>	10/02/2020	13/01/2020	20/01/2020	27/01/2020	<b>Stable and mobile (orthopaedics, neurology)</b>
<b>March 2020</b>	06/03/2020	07/02/2020	14/02/2020	21/02/2020	<b>Circulatory (internal medicine, geriatrics)</b>
<b>April 2020</b>	31/03/2020	03/03/2020	10/03/2020	16/03/2020	<b>Making the nerves tingle (sports, physiotherapy, neurology)</b> FIBO, Cologne
<b>May 2020</b>	08/05/2020	03/04/2020	09/04/2020	23/04/2020	<b>Hands off... (communication, activating therapies)</b>
<b>June 2020</b>	10/06/2020	13/05/2020	19/05/2020	26/05/2020	<b>Return to... (sports physiotherapy, neurology)</b>
<b>July 2020</b>	10/07/2020	12/06/2020	19/06/2020	26/06/2020	<b>Treatment 4.0 ? (trends and technologies from all specialist fields)</b>
<b>August 2020</b>	10/08/2020	13/07/2020	20/07/2020	27/07/2020	<b>Chaos in the body (oncology, internal medicine)</b>
<b>September 2020</b>	10/09/2020	13/08/2020	20/08/2020	26/08/2020	<b>Phases of life (paediatrics, geriatrics)</b> REHACARE, Düsseldorf
<b>October 2020</b>	07/10/2020	09/09/2020	16/09/2020	23/09/2020	<b>Everything in hand (orthopaedics, neurology)</b> Bundeskongress Physiotherapie, Bad Soden
<b>November 2020</b>	10/11/2020	13/10/2020	20/10/2020	27/10/2020	<b>Smoothly (orthopaedics, neurology)</b> MEDICA, Düsseldorf
<b>December 2020</b>	10/12/2020	12/11/2020	19/11/2020	26/11/2020	<b>Driving down (sports physiotherapy, psychology)</b>

### 1 ANZEIGENPREISE UND FORMATE

Preise in Euro, **Zuschläge nicht rabattierbar**, allen Preisen ist die jeweils gültige MwSt. hinzuzurechnen.

	Format Satzspiegel B x H in mm	Bleed* B x H in mm	Preise s/w Euro	2-farbig Euro	3-farbig Euro	4-farbig Euro
<b>1/1 Seite</b>	185 × 256	210 × 280	2,740	3,210	3,680	4,150
<b>1/2 Seite</b>	90 × 256 185 × 125	100 × 280 210 × 140	1,395	1,655	1,915	2,175
<b>1/3 Seite</b>	60 × 256 185 × 85	70 × 280 210 × 100	955	1,215	1,475	1,735
<b>1/4 Seite</b>	90 × 125 185 × 60	- -	720	875	1,030	1,185
<b>1/8 Seite</b>	90 × 60 185 × 30	- -	360	445	530	615

\* excl. 3 mm trimming on all sides

**b&w millimetre price for recommendation adverts**

column width: 45 mm

3.70 euros

**4c millimetre price for recommendation adverts**

column width: 45 mm

6.40 euros

### HEADING: BRAND NEW PRODUCTS

#### Benefits

Reach up to 17,000 readers with each edition.

#### Layout

We present a max. of 4 products per page from various manufacturers.

1/4 Seite 300 \*

#### Data delivery

Text (max. 600 characters including spaces)

Product image and logo (300 dpi)

\*Fixed price not eligible for a discount or agency commission excl. VAT.

### 2 PLACEMENT SURCHARGES

2nd backsheet 4-colours 4,250 euros

4th backsheet 4 colours 4,540 euros

Binding placement requirement (not eligible for a discount) 20 % of the basic price

**Surcharges for colours** (not eligible for a discount)

Stated prices valid for colours taken from the euro scale.

**For each special colour (e.g. HKS or Pantone) 930 euros**

**Surcharge formats** (not eligible for a discount)

Advertisements across the gutter, 10% of basic price

Advertisements across the type area, 10% of basic price

### 3 DISCOUNTS

For acceptance within an insertion year (12 months);

start with appearance of the first advertisement.

Discounts are only given on the b&w price.

discount for no. of times		discount for quantities	
3 times	5.0 %	2 pages	5.0 %
6 times	10.0 %	5 pages	10.0 %
9 times	15.0 %	8 pages	15.0 %
12 times	20.0 %	12 pages	20.0 %
24 times	25.0 %		

## 1 JOURNAL FORMAT

<b>format</b>	210 mm wide, 280 mm high
<b>type area</b>	185 mm wide, 256 mm high
<b>No. of columns</b>	2 columns
<b>column width</b>	71 mm

## 2 PRINTING AND BINDING PROCESS

offsetprinting, glue binding

## 3 DATA TRANSMISSION

[druckunterlagen@pflaum.de](mailto:druckunterlagen@pflaum.de)

## 4 DATA FORMATS

### Preferred data format

Adobe PDF standard PDF/X-4, CMYK model,  
Target profile: ISO Coated v2 300% (ECI)

### Other formats

Proprietary Adobe Creative Cloud app formats. Other data  
formats by agreement.

## 5 INK COLOURS

Printing ink colours (CMYK) per ISO 2846-1

## 6 PROOFS

For printing of coloured advertisements, a pre-press proof  
is essential (CMYK, FOGRA39L characterisation, offset per  
ISO 12647-2).

## 7 DATA ARCHIVING

We assume that the files you provide us with are copies and  
we do not accept any liability for their safekeeping.



A woman with brown hair, wearing a white button-down shirt and a pearl earring, is smiling and looking to her left. The background is a blurred brick building with arched windows. A red semi-transparent circle is in the lower-left foreground, and a red rectangular box with the word 'CONTACT' in white capital letters is overlaid on the bottom left.

CONTACT

AGNES HEY, GESCHÄFTSFÜHRERIN





**KARLA KÖHLER**  
**MEDIA SALES**

T +49 89 126 07 - 203  
karla.koehler@pflaum.de



**DR. TANJA BOSSMANN**  
**EDITOR-IN-CHIEF**

T +49 89 126 07 - 248  
tanja.bossmann@pflaum.de



**DR. JULIA RÖDER**  
**EDITOR**

T +49 89 126 07 - 263  
julia.roeder@pflaum.de

**RICHARD PFLAUM VERLAG GMBH & CO. KG • LAZARETTSTR. 4 • 80636 MUNICH, GERMANY • [WWW.PHYSIOTHERAPEUTEN.DE](http://WWW.PHYSIOTHERAPEUTEN.DE)**



## Publikationen des Pflaum Verlags



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Zeitschrift für Psychotherapeuten

