

Advertising Rates 2025

effective October 1st, 2024

Pädiatrie

— Official Journal of the Netzwerk interdisziplinäre pädiatrische Dermatologie (NipD)



Target group Pediatricians in private practices and clinics.

Publication frequency 6 issues per year + 1 supplement
(Please see the publication schedule)

Affiliation » Netzwerk interdisziplinäre
pädiatrische Dermatologie e.V. (NipD)

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Reader survey LA-MED Facharzt-Studie

LA-MED
geprüft Facharzt-Studie 2024

Journal size 210 mm wide x 279 mm high
Bleed size add 3 mm to trim size to all sides

Printing method offset printing
Printing material electronic data preferred

Ad sizes and rates	type area Width x Height	trim size Width x Height	b/w- Rates
Back cover	174 x 240 mm	210 x 279 mm	€ 3.170,-
Inside front cover	174 x 240 mm	210 x 279 mm	€ 3.170,-
1/1 page	174 x 240 mm	210 x 279 mm	€ 2.630,-
1/2 page vertical	85 x 240 mm	100 x 279 mm	€ 1.650,-
1/2 page horizontal	174 x 115 mm	210 x 135 mm	€ 1.650,-
1/3 page vertical	54 x 240 mm	72 x 279 mm	€ 1.220,-
1/3 page horizontal	174 x 75 mm	210 x 90 mm	€ 1.220,-
1/4 page vertical	85 x 115 mm	100 x 135 mm	€ 1.050,-
1/4 page horizontal	174 x 55 mm	210 x 65 mm	€ 1.050,-
Other formats on request.			
Fixed position premium	10 % surcharge		

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Discounts	Frequency discount	Space discount
(within one year)	3 x = 3 %	3 pages = 5 %
	6 x = 5 %	6 pages = 10 %
	12 x = 10 %	12 pages = 15 %
	18 x = 15 %	18 pages = 20 %

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Colour charges 4-colour-rate € 1.900,-
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If the advertisement's format is 1/2 page or less, a 25 % deduction will be allowed, if it is 1/3 page or less, a 50 % deduction.

Bound inserts 2-page insert € 4.550,-
 4-page insert € 9.100,-

Loose inserts per commenced 25 g per thousand € 370,-

Bound and loose inserts are not subject to any discount.

Formats and technical data on request.

Terms of payment Net 30 days after receipt of our invoice;
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Publication schedule 2025

Issue No.	Month	Publication date	Closing date	Deadline ad copy	Deadline for inserts
1	February	18.02.	23.01.	28.01.	06.02.
2	April	15.04.	19.03.	21.03.	02.04.
3	June	16.06.	19.05.	21.05.	03.06.
4	August	11.08.	16.07.	18.07.	30.07.
	Supplement	08.09.	14.08.	18.08.	27.08.
5	October	13.10.	15.09.	17.09.	26.09.
6	December	10.12.	17.11.	19.11.	28.11.

All dates 2025 unless noted otherwise; subject to alterations.

Format

Artwork should be supplied at the correct advert size, as a PDF to PDF/X3 standard (version 1.3, reduced transparency).

Bleed

Advertisements running to the edge of the page must be created with a 3 mm bleed added to all edges.

Illustrations

Create coloured illustrations in CMYK mode or convert them to CMYK.
Spot colours are not allowed.

Resolution

All images should have a resolution of at least 300 dpi.

Black text

Please define black text as pure black (C0 M0 Y0 K100).

Grey text

Please define grey text as achromatic as well. Coverage in the black channel between 84.9 % and 100 % are not allowed (C0 M0 Y0 K0-84,9 %).

Ink coverage and print profile

The maximum ink coverage should not exceed 300 % - print profile: ISOcoated_v2_300.

The print profile ISOcoated_v2_300 may be found here:

<http://www.eci.org/doku.php?id=de:downloads>

Data naming

Name the file with the journal name followed by issue, customer and size.
(Journal_issue_customer_210x279.pdf).

Sending data

Please send your print data exclusively to:
johanna.doering@springer.com



Pre-press

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Support

You can obtain technical support for the creation of your print data at:
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