

Advertising Rates 2025

effective October 1st, 2024

Monatsschrift Kinderheilkunde

- Official Journal of the Deutsche Gesellschaft für Kinder- und Jugendmedizin (DGKJ)
- Official Journal of the Österreichische Gesellschaft für Kinder- und Jugendheilkunde (ÖGKJ)



Target group All members of the Deutsche Gesellschaft für Kinder- und Jugendmedizin and the Österreichische Gesellschaft für Kinder- und Jugendheilkunde, pediatricians in private practices and clinics.

Publication frequency monthly
(Please see the publication schedule)

Affiliation

- » Deutsche Gesellschaft für Kinder- und Jugendmedizin (DGKJ)
- » Österreichische Gesellschaft für Kinder- und Jugendheilkunde (ÖGKJ)

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IVW, 2. Quartal 2024



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	€ 4.440,-
Inside front cover	174 x 240 mm	210 x 279 mm	€ 4.440,-
1/1 page	174 x 240 mm	210 x 279 mm	€ 3.750,-
1/2 page vertical	85 x 240 mm	100 x 279 mm	€ 1.870,-
1/2 page horizontal	174 x 115 mm	210 x 135 mm	€ 1.870,-
1/3 page vertical	54 x 240 mm	72 x 279 mm	€ 1.400,-
1/3 page horizontal	174 x 75 mm	210 x 90 mm	€ 1.400,-
1/4 page vertical	85 x 115 mm	100 x 135 mm	€ 1.000,-
1/4 page horizontal	174 x 55 mm	210 x 65 mm	€ 1.000,-

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 %

Combined discount with the following Springer Medizin journals:
 »pädiatrie

Colour charges 4-colour-rate € 1.850,-
 (not subject to any discount)

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.

Monatsschrift Kinderheilkunde

Advertising Rates No. 59 · effective October 1st, 2024

Bound inserts 2-page insert € 5.670,-
 4-page insert € 11.340,-

Loose inserts per commenced 25 g per thousand € 290,-

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;
 2 % cash discount if paid within 14 days of
 invoice date; 3 % cash discount if paid in
 advance of publication.

Remittance to **Springer Medizin Verlag GmbH**
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Publication schedule 2025

Issue No.	Month	Publication date	Closing date	Deadline ad copy	Deadline for inserts
1	January	22.01.	19.12.2024	23.12.2024	14.01.
2	February	13.02.	21.01.	23.01.	05.02.
3	March	05.03.	10.02.	12.02.	25.02.
4	April	01.04.	06.03.	11.03.	24.03.
5	May	07.05.	14.04.	16.04.	29.04.
Congress issue: Kinder- und Jugendärzte-Tag 2025, Berlin					
6	June	04.06.	12.05.	14.05.	27.05.
7	July	01.07.	05.06.	10.06.	23.06.
8	August	01.08.	09.07.	11.07.	24.07.
Congress issue: Annual Meeting of the Deutschen Gesellschaft für Kinder- und Jugendmedizin, 24. – 27.09.2025, Leipzig					
9	September	01.09.	07.08.	11.08.	22.08.
Congress issue: Annual Meeting of the ÖGKJ, 10.–12.9.2025, Graz					
10	October	01.10.	08.09.	10.09.	23.09.
11	November	04.11.	09.10.	14.10.	27.10.
12	December	08.12.	13.11.	17.11.	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

le-tex publishing services
Anzeigenteam
Weißenfelser Straße 84
04229 Leipzig
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Support

You can obtain technical support for the creation of your print data at:
adv-med@le-tex.de