MEDIA KIT 2023

Print
Digital
Training courses & events
Data & dialogue

Med Ti Group we care for media solutions

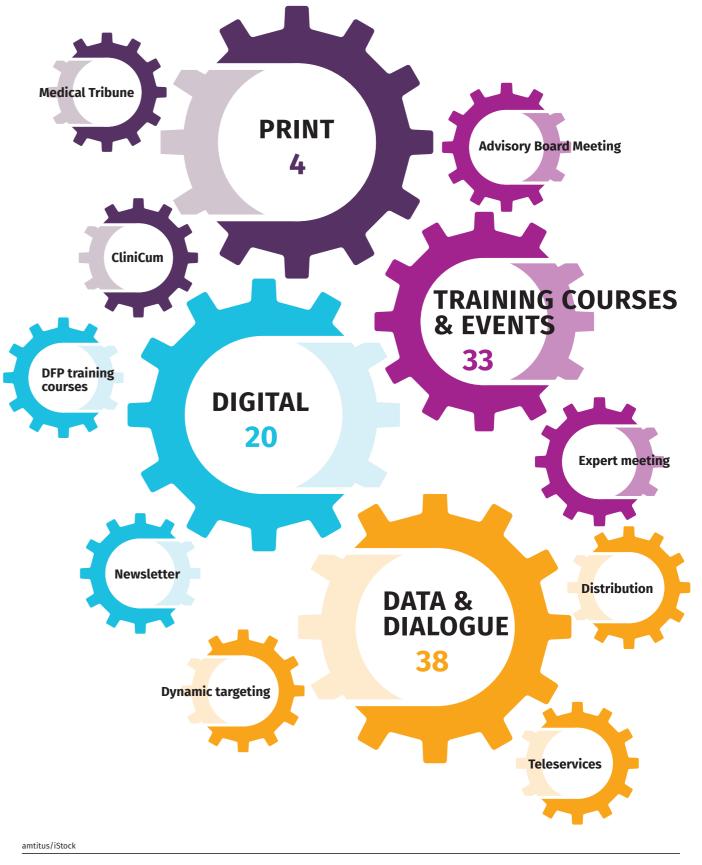
The MedTriX Group – a new alliance for a new era

Digital transformation is taking place in every field. Everything we do is geared towards finding the best solution in today's increasingly complex media world. We focus on changing needs, actively involve target groups in development steps and rely on innovative technologies. In this way we create scalable business models and tailor-made products that are sustainable and simultaneously set new standards in the market.

We achieve this thanks to our diversity in the entire German-speaking world, our forward-looking teams, our digital expertise, our established media brands – and not least thanks to our many years of experience as a publisher.



OUR SERVICES AT A GLANCE



MEDIA KIT 2023 • MedTriX Group

PRINT

Medical Tribune
Ad & special advertising formats

CliniCum derma
CliniCum innere
CliniCum neuropsy
CliniCum onko
CliniCum pneumo
Ad formats
Special advertising formats

Special productions

Ärzt*In für Wien



MEDICAL TRIBUNE





KEY INFO Print run: 14,500

Frequency: Every 14-days

Magazine format: 312 mm wide × 440 mm high

EDITORIAL POLICY

For more than 50 years, Medical Tribune has been one of the most prominent and most widely read specialist medical publications in Austria. Leading medical journalists, experts and doctors report on current medicine and research as well as health policy and profession-specific economic issues. The publication also provides ongoing coverage of important national and international conferences.

The publication is part of the international Medical Tribune family with editorial offices in Germany, Austria, and Switzerland and a worldwide network of correspondents, making it a reliable companion in daily practice.

AUDIENCE

Registered general practitioners and medical specialists in the areas of: Internal medicine, gynaecology, ENT, dermatology, neurology, psychiatry, urology, anaesthesiology and intensive care medicine, pneumology, paediatrics and adolescent medicine, pathology, nuclear medicine, orthopaedics

No.	Publication date	Ad deadline*	Print material deadline	Topics and focus areas**
1-2	1 Feb 2023	13 Jan 2023	19 Jan 2023	Cardiology / diabetes / dermatology / rheumatology, gout
3	15 Feb 2023	27 Jan 2023	2 Feb 2023	Vaccination / pain / pneumology / asthma / ENT diseases
4	1 Mar 2023	3 Feb 2023	9 Feb 2023	Gastroenterology / neurology / migraine / anxiety disorders / depression
5	15 Mar 2023	17 Feb 2023	2 Mar 2023	Diabetes / cardiology / allergology / rare diseases
6	29 Mar 2023	10 Mar 2023	16 Mar 2023	Pain / dermatology / wound treatment / urology
7	12 Apr 2023	24 Mar 2023	30 Mar 2023	Migraine / pneumology / asthma / nutrition
8	26 Apr 2023	5 Apr 2023	13 Apr 2023	Gastroenterology / infectiology / rheumatology / pain
9	10 May 2023	21 Apr 2023	26 Apr 2023	Diabetes / cardiology / allergology / travel medicine
10	24 May 2023	5 May 2023	10 May 2023	Gynaecology / urology / oncology / rare diseases
11	7 Jun 2023	17 May 2023	24 May 2023	Neurology / multiple sclerosis / migraine / pain
12	21 Jun 2023	1 Jun 2023	7 Jun 2023	Diabetes / thyroid diseases / gastroenterology
13	5 Jul 2023	16 Jun 2023	22 Jun 2023	Cardiology / rheumatology / dermatology
14-15	6 Sep 2023	18 Aug 2023	24 Aug 2023	Pneumology / asthma / urology / nutrition / migraine
16	20 Sep 2023	1 Sep 2023	7 Sep 2023	Diabetes / cardiology / travel medicine / infectious diseases / vaccination
17	4 Oct 2023	15 Sep 2023	20 Sep 2023	Pain / rheumatology / gout / allergology
18	18 Oct 2023	29 Sep 2023	5 Oct 2023	Gastroenterology / neurology / multiple sclerosis / migraine
19	2 Nov 2023	13 Oct 2023	18 Oct 2023	Diabetes / cardiology / rare diseases / oncology
20	15 Nov 2023	25 Oct 2023	2 Nov 2023	Pneumology / asthma / ENT diseases / gynaecology / urology
21	29 Nov 2023	10 Nov 2023	16 Nov 2023	Anxiety disorders / depression / dermatology / wound treatment
22	13 Dec 2023	24 Nov 2023	29 Nov 2023	Gastroenterology / neurology / pain / rheumatology

*Inter Medical Report deadline: 3 weeks before the ad deadline for each issue

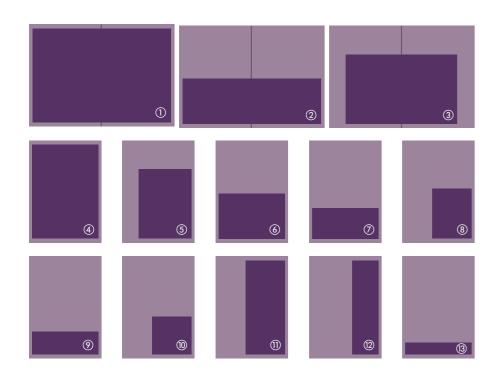
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MEDIA KIT 2023 • MedTriX Group 5

^{**}Each issue includes other practice-relevant news from the field of medicine – from diabetology, pneumology, cardiology to pain therapy, dermatology, urology and many more.

ADS & SPECIAL FORMATS

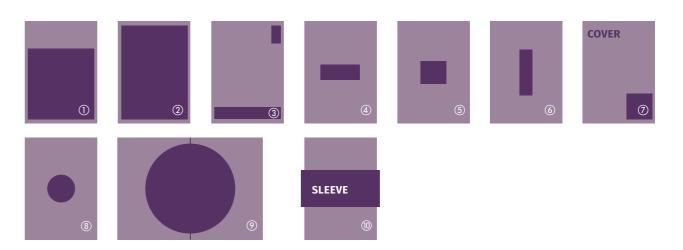
MEDICAL TRIBUNE



Format		Print space (mm)	Price
2/1 page A3	1	596 × 404	€8,450
2 × 1/2 page (landscape across binding)	2	596 × 194	€5,800
A4 panorama (across binding)	3	480 × 297	€5,300
1/1 page A3	4	286 × 404	€4,900
Junior page	(5)	228 × 297	€4,200
1/2 page landscape A3	6	286 × 194	€3,800
1/3-page landscape A3	7	286 × 132	€3,250
1/3 page 1-column portrait		91 × 386	€3,250
A5 4-column landscape		210 × 148	€3,050
A5 3-column portrait	8	170 × 215	€3,050
1/4 page landscape	9	286 × 90	€2,650
1/4 page 3-column	10	170 × 163	€2,650
3/5 page 3-column portrait	11)	170 × 404	€4,500
2/5 page 2-column portrait	12	112 × 404	€3,450
1/8 page footer	(13)	286 × 50	€1,800



SPECIAL & COVER AD FORMS



Format		Print space (mm)	Price
U1 (front cover, outside)	1	286 × 305	€6,100
Combi bundle U1 + U2 (front cover, inside)			€10,500
U2, U3 (back cover, inside) or U4 (back cover, outside)	2	286 × 404	€5,700
Title spot top	3	40 × 77	€2,100
Title strip	3	286 × 50	€2,200
Island ad 3-column	4	170 × 65	€2,650
Island ad 2-column	(5)	112 × 97	€2,650
Island ad 1-column	6	54 × 198	€2,650
Cover square	7	110 × 110	€3,150
Circle ad	8	120	€3,050
Circle ad across binding	9	387	€4,950

FULL JACKET

4-page A3 cover special around the entire issue (The cover special includes the original title logo for postal processing; the remaining space is free to use as you see fit.)

Magazine format: 315 × 440 designable area front page: 286 × 295 designable areas pages 2 and 3: 596 × 404 designable area U4: 286 × 404

MEDICAL TRIBUNE

€ 19.990,-

SLEEVE (10)

Sleeve format: 660 × 100 designable area: 620 × 100 (+3 mm bleed)

. delivered ready-made €550.- / 1,000 copies . incl. print, with print info provided €850 / 1,000 copies.

HALF JACKET

4-page A3 cover special around the first binding margin of the issue

(The cover special includes the original title logo on the shortened title page for postal processing, the remaining space is free to use as you see fit.)

Magazine format: 315 × 440 designable area front page: 157.5 × 295 designable areas page 2: 143 × 404 designable areas pages 3 and 4: 286 × 404

€ 14.990,-

BRIEF SPECIALIST INFORMATION

Brief specialist information is printed separately from the insert in b/w in font size 5.5 pt. up to a total height of max. 30 mm at no extra cost. For all other formats (up to max. 90 mm total height), a flat rate of €500.− will be charged.

All dimensions in millimetres All dimensions in millimetres All dimensions in millimetres

CLINICUM DERMA





KEY INFO Print run: 5,500

Frequency: 6 times a year

Magazine format: DIN A4 / 210 mm wide × 297 mm high

DITORIAL POLICY

The specialist publication for skin conditions provides practical information on new developments and innovations from research, clinics, and practice. Expert articles from the areas of dermatology, plastic, reconstructive and aesthetic surgery, infectious diseases, dermato-oncology and allergology specifically address questions relevant to the target group. Each issue covers guidelines and treatment recommendations from medical societies, as well as international literature and conference reviews.

AUDIENCE

- · Specialists (practice & clinic): skin and sexually transmitted diseases, paediatrics and adolescent medicine, plastic surgery, lung diseases, pathology
- Doctors with an affinity for dermatology from the following specialisations: internal medicine incl. rheumatology, general medicine, gynaecology, rheumatology, doctors working in sleep & allergy centres

FOCUS AREAS AND DFP TOPICS

- Atopic dermatitis
- Psoriasis
- Skin cancer
- Allergies
- PhlebologyAlopecia
- Paediatric dermatology
- Acne treatment
- Urticaria
- Wound treatment, etc.





Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / February	22 Feb 2023	27 Jan 2023	3 Feb 2023	ÖGDV / Children's Skin Day / Vienna Dermatology Day
2 / April	5 Apr 2023	13 Mar 2023	20 Mar 2023	Austrian Dermatological Society (ÖGDV)
3 / May	17 May 2023	21 Apr 2023	28 Apr 2023	AAD / DDG / EADO / ESPD
4 / July	12 Jul 2023	16 Jun 2023	23 Jun 2023	OEADF / EULAR
5 / October	18 Oct 2023	22 Sep 2023	29 Sep 2023	OEADF / ESPD / ÖGDKA
6 / December	20 Dec 2023	24 Nov 2023	1 Dec 2023	EADV / ÖGDV / ÖGDC / Children's Skin Day / Graz Allergy Day

*Yellow page + advertorial material delivery: 3 weeks before ad deadline

Subject to change without notice

CLINICUM INNERE

KEY INFO

Print run: 10,000

Frequency: 6 times a year

Magazine format: DIN A4 / 210 mm wide × 297 mm high

EDITORIAL POLICY

The specialist publication for doctors working in internal medicine in hospitals and private practices shares news from gastroenterology, rheumatology, cardiology, endocrinology and many other areas of internal medicine. Interdisciplinary, practical and to the point. The content of each issue focuses on state-of-theart expert articles, current guidelines and treatment recommendations as well as international conferences.

AUDIENCE

- Nursing management, purchasing management, hospital institute board, administrative management
- Specialists in internal medicine with all additional subjects, gastroenterology and hepatology, endocrinology and metabolic diseases, cardiology
- Specialists (practice & hospital): Rheumatology, pneumology, General practitioners in a hospital, doctors interested in geriatrics, paediatrics and adolescent medicine with all additional subjects
- · Competence centres for rare diseases, hospital pharmacies

FOCUS AREAS AND DFP TOPICS

- Cardiology
- Rheumatology
- Endocrinology & metabolism
- · Intensive care medicine
- Gastroenterology & hepatology
- Oncology
- Angiology
- Nephrology
- Radiology
- Austrian Vaccination Plan





Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / March	15 Mar 2023	13 Feb 2023	24 Feb 2023	ÖDG / ÖGR / Austrian Vaccination Day
2 / April	19 Apr 2023	27 Mar 2023	31 Mar 2023	Salzburg Thoracic Surgery Symposium / ECCO / WIT / DGIM
3 / May	24 May 2023	1 May 2023	5 May 2023	OeGHO & AHOP Spring Conference / ÖGIT / ÖGES / ECCMID
4 / July	12 Jul 2023	19 Jun 2023	23 Jun 2023	ÖDG / ÖKG / EULAR / ASCO
5 / October	11 Oct 2023	18 Sep 2023	22 Sep 2023	ÖGIM / ÖGP / ECR / ESC / Innsbruck Cardiology Congress
6 / December	6 Dec 2023	13 Nov 2023	17 Nov 2023	ÖGIM / ÖDG / ÖGR

*Yellow page + advertorial material delivery: 3 weeks before ad deadline

Subject to change without notice

CLINICUM NEUROPSY





KEY INFO

Print run: 6,500

Frequency: 6 times a year

Magazine format: DIN A4 / 210 mm wide × 297 mm high

EDITORIAL POLICY

The specialist publication is the further training magazine for the fields of neurology and psychiatry. The selection and practice-relevant range of topics aims to meet the high expectations of specialists in the associated field and also appeal to interested general practitioners.

AUDIENCE

- Specialists (practice & clinic): Neurology, neurology/psychiatry, psychiatry and psychotherapeutic medicine, neurosurgery, paediatrics and adolescent medicine, child and adolescent psychiatry, gynaecology
- Doctors with an affinity for neurology/psychiatry from the following specialisations: general medicine, anaesthesiology and intensive care medicine



FOCUS AREAS AND DFP TOPICS

- Multiple sclerosis
- · Headache, migraine
- Neurorehabilitation
- Parkinson's disease
- Strokes
- Epilepsy
- PainSchizophrenia
- Anxiety disorders
- (Treatment-resistant) depression



Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / March	8 Mar 2023	6 Feb 2023	13 Feb 2023	EHC / Neurowoche Congress / DGPPN / ÖGPB / WFNR
2 / April	27 Apr 2023	3 Apr 2023	11 Apr 2023	ÖGN / ANIM
3 / June	28 Jun 2023	5 Jun 2023	12 Jun 2023	ÖSG / ÖGN
4 / September	27 Sep 2023	4 Sep 2023	11 Sep 2023	EAN
5 / November	2 Nov 2023	9 Oct 2023	16 Oct 2023	ÖGPP / WPA / EPF / IHC
6 / December	13 Dec 2023	20 Nov 2023	27 Nov 2023	ECTRIMS / ECNP / WCN

*Yellow page + advertorial material delivery: 3 weeks before ad deadline

Subject to change without notice

CLINICUM ONKO

KEY INFO

Print run: 11,700

Frequency: 6 times a year

Magazine format: DIN A4 / 210 mm wide × 297 mm high

EDITORIAL POLICY

The specialist publication keeps doctors up to speed with current topics in oncology. Certified further training as part of the DFP further training programme of the Austrian Medical Association (OAK) provides objective and unbiased presentations of diagnostic and therapeutic options. The publication is known for its easily comprehensible and clear presentations of complex interrelationships.

AUDIENC

- Hospital specialists: doctors working in oncology, internal medicine, haemato-oncology, surgery, gynaecology, radiology, dermatology, ENT, pneumology, neurology, urology, pathology, paediatrics and adolescent medicine, radiotherapy/radiooncology, nucleology
- Doctors with an affinity for oncology from the following specialisations: general medicine, internal medicine, gynaecology, surgery, orthopaedics, radiology



FOCUS AREAS AND DFP TOPICS

- $\bullet \ {\it Haematology}$
- · Gynaecological tumours
- · Paediatric oncology
- Urological tumours
- · Dermato-oncology
- Precision oncology/tumour profiling
- Gastrointestinal tumours
- Lung cancer
- · Skin cancer etc.



Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / February	15 Feb 2023	23 Jan 2023	30 Jan 2023	SABCS / ASH / ESMO
2 / March	29 Mar 2023	6 Mar 2023	13 Mar 2023	EAU / ASCO-GI / ASCO-GU / CAR T-cell-Meeting
3 / May	11 May 2023	17 Apr 2023	24 Apr 2023	OeGHO / ESMO Lung Cancer / ESMO Gyn / EADO / AGO
4 / July	5 Jul 2023	12 Jun 2023	19 Jun 2023	ASCO / ESMO Breast Cancer / EHA
5 / October	4 Oct 2023	11 Sep 2023	18 Sep 2023	ASCO / EHA / EACR / ICLC / ESMO GI / IASLC
6 / November	29 Nov 2023	6 Nov 2023	13 Nov 2023	ESMO / EMSOS / OeGHO & DGHO

*Yellow page + advertorial material delivery: 3 weeks before ad deadline

Subject to change without notice

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CLINICUM PNEUMO



KEY INFO

Print run: 6,000

Frequency: 6 times a year

Magazine format: DIN A4 / 210 mm wide × 297 mm high

EDITORIAL POLICY

The specialist publication for respiratory and lung diseases reports on current developments, findings and news from the fields of pneumology, allergology, infectious diseases, paediatrics and dermatology. Each issue covers guidelines and treatment recommendations from medical societies, as well as international literature and conference reviews.

AUDIENCE

- Specialists (practice & clinic): pneumology, ENT, paediatrics and adolescent medicine, skin and sexually transmitted diseases
- Doctors with an affinity for pneumology from the following specialisations: Internal medicine, general medicine, doctors in sleep and allergy centres



FOCUS AREAS AND DFP TOPICS

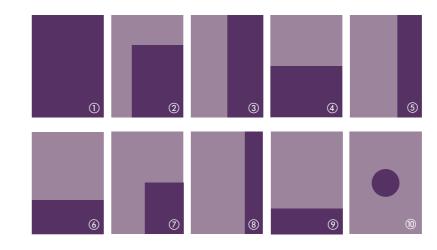
- COPD
- Pulmonary hypertension
- Lung cancer
- Bronchial asthma
- Pulmonary embolisms
- Invasive pulmonary mycosis
- Allergies
- Lung infections
- Radiology
- Pulmonary fibrosis



Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / March	1 Mar 2023	2 Feb 2023	9 Feb 2023	ESMO Immuno-Oncology / Pneumo Aktuell / AUT Vaccination Day
2 / May	3 May 2023	6 Apr 2023	13 Apr 2023	ELCC / OeGHO / Salzburg Thoracic Surgery Symposium
3 / July	5 Jul 2023	15 Jun 2023	22 Jun 2023	ATS / DGP / ASCO
4 / September	20 Sep 2023	31 Aug 2023	7 Sep 2023	ASCO / EAACI / ICLC / ECR / WCLC
5 / October	25 Oct 2023	28 Sep 2023	12 Oct 2023	ERS / IASLC / ÖGP / ÖGIM / German Allergy Congress
6 / December	13 Dec 2023	16 Nov 2023	23 Nov 2023	ÖGP / ERS / Graz Allergy Day

AD FORMATS

CLINICUM SERIES



Format			Bled off*	Price
2/1 page			420 × 297	€7,400
1/1 page		1	210 × 297	€4,200
A5 portrait (junior page)		2	148 × 210	€3,600
1/2	portrait	3	102 × 297	€3,600
1/2 page	landscape	4	210 × 144	€3,600
1/2	portrait	(5)	70 × 297	€2,850
1/3 page	landscape	6	210 × 105	€2,850
	portrait 2-column	7	102 × 148	€2,300
1/4 page	portrait 1-column	8	52 × 297	€2,300
	landscape	9	210 × 74	€2,300

All specifications in millimetres *plus 3 mm bleed, depending on placement

Special placements

CIRCLE AD ⑩
100 mm €2,650.-

REPEAT AD BUNDLE



BRIEF SPECIALIST INFORMATION

Brief specialist information is printed separately from the insert in b/w in font size 5.5 pt up to a total height of max. 30 mm at no extra cost. For all other formats (up to max. 90 mm total height), a flat rate of €500.— will be charged.

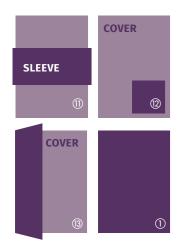
*Yellow page + advertorial material delivery: 3 weeks before ad deadline

Subject to change without notice

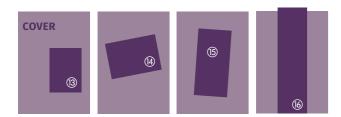
All prices excl. statutory taxes

Subject to change without notice

SPECIAL AD FORMS



Printable on two sides with bleed......€450.- / 1,000 copies Sleeve format: 450 × 110 mm (+3 mm bleed) COVER CORNER (12) 100 × 100 mm € 3,150.-MINI COVER FLAP* (13) Printable on two sides with bleed...... €3,350.outside: 105 × 297 mm Printable area 105 × 245 mm (105 × 52 mm subtracted at the top for the publication's logo) Inside: printable area 105 × 297 mm MAXI COVER FLAP* (3) + U4 (1) Printable on four sides with bleed + Ad on C4 ①. € 6,990.outside/front: 80 × 297 mm $(80 \times 52 \text{ mm subtracted at the top for the publication's logo})$ outside/back: 105 × 297 mm inside/front: 80 × 297 mm



TIP-ON CARDS

(delivered ready-made, production costs on request)

- · Cover placement (A6) ③ €530.- / 1,000 copies Placement surcharge + €1,000.-
- · dot-glued in the issue ⑭ € 530.- / 1,000 copies (only in combination with paid page in the issue)
- · Product/dosage card ⓑ € 800.- / 1,000 copies 1/1 page text/advertorial+ €4,290.- (incl. production costs, 1/1 page in the issue plus card dot-glued)

BOOKMARKS (6)

(delivered ready-made, production costs on request)

- · enclosed in issue (80 × 307 mm) . €530.- / 1,000 copies.
- · dot-glued in the issue (80 × 307 mm)€580.- / 1,000 copies. (only in combination with paid page in the issue)

INSERTS IN THE ISSUE

inside/back: 105 × 297 mm

(delivered ready-made, production costs on request)€500.- / 1,000 copies. up to 20 g€530.- / 1,000 copies. up to 40 g€690,- / 1,000 copies. Partial insertsplus 25%

(Regional selections or according to specialist groups on request)

SPECIAL PRINTS

See page 16

SPECIAL AD FORMATS

Other special ad formats (e.g., staple bookmark, transparent bookmark, transparent envelope, insert pocket, X-ray image, sticky note, punch-out, panorama flap, lenticular card, telescopic card, pull tab card and much more) and special ad formats on request.

SPECIAL PRODUCTIONS

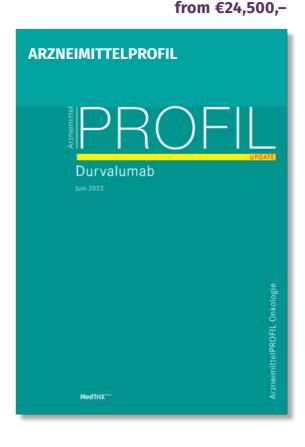
ARZNEIMITTELPROFIL

- · Concise, scientific information on studies, preclinical, clinical, approval status as well as the assessment and prospect of a new substance or a substance that is to be re-evaluated on the basis of current data (expanding indications of use).
- High-quality information material for personal visits or for handing out at conferences and events
- · Presence on medonline and in CliniCum magazines
- · Online use (online version of ArzneimittelPROFIL on our medical training portal; links to the abstracts on PubMed or to conference abstracts if available, links to the studies on www.clinicaltrials.gov or the EudraCT registry)
- An image boost through reliable, high-quality information with an independent, anonymous review process

- · Developments up to now in this field of indication or in the substance group, discovery and development of the medicinal product).
- Pharmacodynamics, pharmacokinetics (absorption and distribution/metabolism and elimination/specific populations/AM interactions), therapeutic efficacy (in the individual indications/specific populations/in comparative studies, tolerability, dosage and form of administration, current assessment (possible ongoing studies, comparison with other substances in the same indication, recommendations of the guidelines, etc.),
- · Brief information about the authors
- · Text, illustrations (on structure and mechanism of action), Tables (all relevant studies with the most important data, e.g., for certain indications - dosage/schema, response rates, etc.)

Print run: 1,500 copies, basic 12 pages (8 + 4 cover pages), optional increased page count after a detailed briefing, PDF file for unrestricted use

- **Optional:** Documentation services (full publication = compilation of the references including marking the passages to which reference has been made) €2,500.- (excl. licence costs for any additional studies required)
 - · Additional authors possible for an additional
 - · Additional illustrations possible, € 750.– each
 - · Update of an existing medicinal product profile: on request





All prices excl. statutory taxes

SPECIAL PRINTS - SPECIAL ISSUES-EXPERT STATEMENT

SPECIAL PRINT

of Yellow Page/Inter Medical Report, incl. design cover, 1,000 copies from:
A4, 2-sided € 2,250.−
A4, 4-sided € 2,550.−

A4, 4-sided € 2,550.– A4, 6-sided € 2,850.– A4, 8-sided € 3,150.–

SPECIAL ISSUES / SPECIAL EDITIONS

on request

EXPERT STATEMENT

Special report in the corresponding issue on your topic, 4–5 questions are answered by 4–5 experts. A leading expert summarises the responses and comments on them. A4, 4-sided€17,500.—higher volumeson request Design as an exclusive special issueon request

Basic edition: 1,000 copies



YELLOW PAGE – CLINICUM SERIES INTER MEDICAL REPORT – MEDICAL TRIBUNE

In issue

YELLOW PAGE / INTER MEDICAL REPORT

(not possible with DIW)

Your topic – study results, expert statements, case reports, success stories, congress reports etc. – is expertly prepared by our editorial team as a report, which is then presented as a scholarly piece in the magazine.

Editorial preparation on the basis of documents provided and briefing $% \left(1\right) =\left(1\right) \left(1$

Medical Tribune 1/1 page	€1,400.−
CliniCum 1/1 page	€700
	see respective medium
+ lavout costs	€270 -/nage

ADVERTORIAL INCL. DESIGN/LAYOUT

Approved text and illustration	ns provided by the customer
Medical Tribune 1/1 page	€650
	€330
	see respective medium



DFP LITERATURSTUDIUM



SPONSORING PPP LITERATURSTUDIUM

Price incl. base fees

DFP literature with associated questionnaire on your topic! Suitable as reading for doctors/field service, congress reports or workshops.

Editorial preparation, coordination with the author, review process and approval

Advertising: Insert in the CliniCum specialist publication, added to medonline.at and meindfp.at for a period of 18 months. Announcement in the CliniCum specialist newsletter and DFP newsletter.

ALERT SERVICE



ALERT SERVICE FOLDER

The study data evidence for your product is summarised in a clear and concise way (dosage, pharmacokinetics, side effects, marketing authorisation information), including a statement and assessment of the substance by an opinion leader.

A4, 4-page€14,300.-

The price includes three correction cycles. Any additional correction runs required will be charged at a flat rate of €250.– each.

All prices excl. statutory taxes

The price includes three correction cycles. Any additional correction runs required will be charged at a flat rate of \in 250.— each.

All prices excl. statutory taxes

ÄRZT*IN FÜR WIEN

The monthly magazine of the Vienna Medical Association (formerly known as DoktorInWien)

KEY INFO

Print run: 18,000 Frequency: monthly

Magazine format: DIN A4 / 210 mm wide × 297 mm high

EDITORIAL POLICY

This monthly magazine by the Vienna Medical Association is read by all doctors working in every specialisation in Vienna. Ärzt*In für Wien is the official body of the professional association of all Viennese doctors and is considered an indispensable source of information.

AUDIENCE

All doctors working in Vienna incl. dentists

Reader distribution – national and international

Women: 52%



Issue Month	Publication date	Ad deadline	Print material deadline
1/ January	12 Jan 2023	16 Dec 2022	16 Dec 2022
2 / February	9 Feb 2023	18 Jan 2023	25 Jan 2023
3 / March	9 Mar 2023	15 Feb 2023	22 Feb 2023
4 / April	6 Apr 2023	15 Mar 2023	22 Mar 2023
5 / May	11 May 2023	19 Apr 2023	26 Apr 2023
6 / June	8 Jun 2023	16/05/2023	24 May 2023
7–8 / July	6 Jul 2023	14 Jun 2023	21 Jun 2023
9 / September	7 Sep 2023	16 Aug 2023	23 Aug 2023
10 / October	5 Oct 2023	13 Sep 2023	20 Sep 2023
11 / November	9 Nov 2023	18 Oct 2023	25 Oct 2023
12 / December	7 Dec 2023	15 Nov 2023	22 Nov 2023

AD FORMATS

Format		Bled off*	Print space (mm)	Price	
2/1 page		420 × 297		€7,350	
1/1 page		210 × 297		€4,950	
	portrait	136 × 297		- 6/. 200	
2/3 page	landscape	210 × 185		€4,200.−	
1/2 2250	portrait	102 × 297		62.750	
1/2 page	landscape	210 × 144		€3,750	
1/2	portrait	70 × 297		62.250	
1/3 page	landscape	210 × 105		€3,250	
1//	corner		90 × 128	- 62.600	
1/4 page	landscape	210 × 74		€2,600	
4/6	corner		90 × 75	C4 0F0	
1/6 page	landscape	210 × 40		€1,950	
1/8 page	corner		90 × 60	64.200	
	landscape	210 × 30		€1,200.−	
Job advertisement	1/4 page		90 × 128	€1,600	
	1/2 page	102 × 297	102 × 297	€2,950	
Text advertisement	1/8 page ¹		90 × 60	€600	
	1/4 page ²		90 × 128	€1,100.−	
Text advertisements	per word			on request	

¹ max. 530 characters incl. spaces ² max. 1,200 characters incl. spaces
All specifications in millimetres * plus 3 mm bleed, depending on placement

All prices excl. statutory taxes

Subject to change without notice

The right place to search for expertise!



Reliability, thorough, sustainable reception and a qualitatively discerning standard of information editing – these have been the values underpinning our far-reaching print media for decades. Scientific content. Informed by facts and knowledge.







DIGITAL

Website Banner Ads medonline.at

Newsletter Banner Set & Teaser Ad

Exclusive Newsletter
Mailing
Clinical Alert

Specialist Topic Congress News

Digital DFP Training Courses
E-Learning
Literaturstudium
Patient Cases
Knowledge Quiz
Webinar



WEBSITES

PAGE IMPRESSIONS
413,919
VISITS
332,124
UNIQUE USERS

9,000
SPECIALIST ARTICLES
30
SPECIALIST TOPICS
100
TRAINING COURSES

(Period from 1 Jul 2021 - 30 Jun 2022)

medonline.at

medonline is one of the leading service and education platforms for doctors and HCPs in Austria.

It offers a wide range of the latest medical articles which are analysed in depth by our medical editorial team and an extensive network of international correspondents. Here, you will not only find specialist topics from all fields of medicine, but also related topics from business and politics.

State-of-the-art content, congress reports, expert interviews, DFP training courses, product training courses and e-Learning complete the portfolio.



DIGITAL

Display Ads

Banners allow you to communicate your message easily and flexibly.

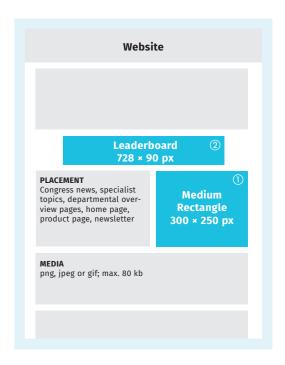
medonline

Format	1 month	3 months
Leaderboard & Medium Rectangle	€2,860	€6,200.−

Awareness: Put your promotional material in the spotlight and in the right context

One-click info: We'll set up a link to your article, training course or product page.

Optional second link for specialised information underneath the banner



All prices excl. statutory taxes

MEDIA KIT 2023 • MedTriX Group 21

DIGITAL

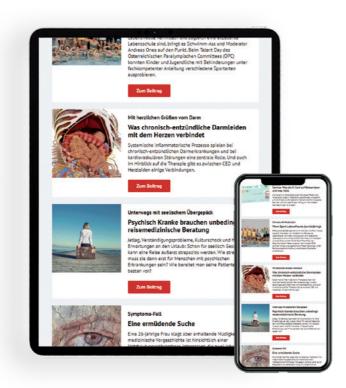
NEWSLETTER

Current news from our specialist media titles compactly summarised in the respective specialist newsletter. With the DFP newsletter, we provide weekly information about current DFP training courses.

Put your promotional material in the spotlight and in the right context

Direct communication to the intended target group

Open rate Ø 24%



WEEKLY **NEWSLETTERS**

Registered users of medonline, doctors from all medical specialities, currently 6,672 HCPs

Registered users of medonline.at, doctors from all medical specialities, currently 7,641 HCPs

14-DAY NEWSLETTERS

GPs and specialists from all areas of expertise, currently 4,450 HCPs.

Oncologists as well as GPs with an interest in oncology, currently 4,725 HCPs.

REGULAR NEWSLETTERS

CliniCum derma

(corresponding to the publication dates of the print publications)

Dermatologists as well GPs with an interest in dermatology, currently 2,485 HCPs.

CliniCum innere

Doctors specialising in internal medicine as well as GPs with an interest in internal medicine, currently 3,695 HCPs

CliniCum neuropsy

Neurologists/Psychiatrists as well as GPs with an interest in neurology and psychiatry, currently 3,591 HCPs.

Pulmonologists as well as GPs with an interest in pulmonology, currently 2,981 HCPs.



BANNER SET

Whether you're looking for simple advertising banners for your classic product advertisement or for a way to convey your content, we've got you covered.

Format	Price
Premium Banner &	€2,070
Medium Rectangle	per banner set/distribution

Put your promotional material in the spotlight and in the right context

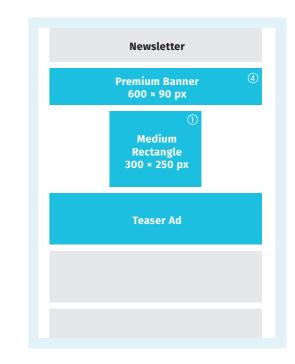
TEASER AD/ ADVERTORIAL

Featured content in the editorial newsletter as well as the placement of long text on medonline.at Optional: TEASER AD only/upon request

Format	1 month		
Teaser ad	€2,990 Distribution/Links		

Put your content in the spotlight and in the right context of the newsletter

Direct communication with the intended target group (double opt-in, validated addresses)



All prices excl. statutory taxes All prices excl. statutory taxes

DIGITAL

NEWSLETTER EXCLUSIVE

SPECIAL NEWSLETTER

Bespoke newsletter with an editorial structure for the desired indication or specialist area, incl. target group

INCLUDED SERVICES

- · Setup and layout creation
- · Look and feel in the medonline layout
- Editorial preparation
- · Placement of a long format advertorial on medonline
- Up to two ads (native ad and/or display ad)
- Up to two images/tables (format 300 × 250 px) provided by you
- · Selection of target groups with up to three specialist groups of your choice from the Schütz Medical database
- Distribution to target group (max. 10,000 recipients)

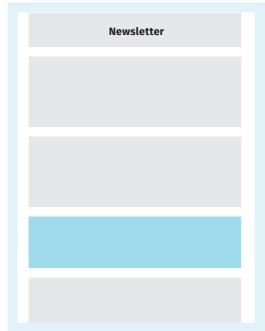
24

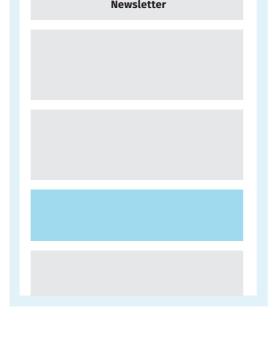
You'll receive a report 2 weeks after the newsletter has been sent

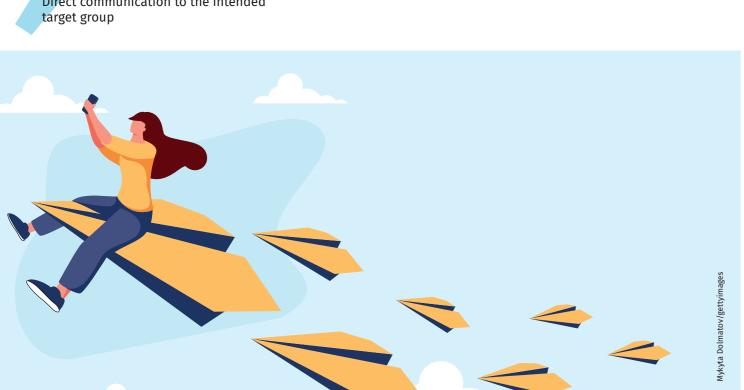
€7,860.-

Accurate marketing to your target group with an editorial structure

Direct communication to the intended target group







All prices excl. statutory taxes

MedTriX Group • MEDIA KIT 2023

Accurate marketing to your target group with total creative freedom

Direct communication to the intended target group

Open rate: Ø 23%

MAILING

A bespoke newsletter in a layout according to customer specifications. The content is up to you!

Perfect for your marketing purposes, such as new approvals, extensions of indications, invitations to events or training courses.

INCLUDED SERVICES

- · Setup and layout creation
- Integration of up to two images/tables/videos (format 300 × 250 px or 600 x 90 px) provided by you
- · Selection of target groups with up to three specialist groups of your choice from the Schütz Medical database
- Distribution to target group (max. 10,000 recipients)

Generally, no advertising material is included in the mailing since the mailing itself represents the advertising. Videos cannot be embedded but they can be linked to your Vimeo account.

€5.860.-



CLINICAL ALERT

Exclusive e-mail distribution including your very own microsite for you to share your latest developments, success story or product news (e.g. approval, expansion of approval, price change for a product or new study data) - directly to a predetermined target group. This will allow your message to reach the doctor directly without spreading loss.

INCLUDED SERVCIES

- · Content briefing from you with a short outline of the goal as well as the three key facts/key messages which will be elaborated in the Clinical Alert
- · Editorial preparation
- · Microsite creation: Responsive
- · Microsite in your CI (incl. logo placement) with the three most important key facts
- Inclusion of text, graphics, videos and downloads
- · Creation of different tabs incl. call-to-action button
- · Selection of contacts with up to three specialist groups of your choice from the Schütz Medical database
- · Sending Clinical Alert to your defined target group
- · Resending to recipients who didn't open the first e-mail approx. 14 days later
- · Report (open rate, click rate, etc.)

MEDIA KIT 2023 • MedTriX Group

COSTS

The number depends on who you have selected as your target group)	
up to 500 doctors €7,900	
up to 1,000 doctors €9,900	
up to 2,500 doctors €11,500	
up to 5,000 doctors €12,900	
up to 7,500 doctors €13,900	
up to 10,000 doctors €14,900	

OPEN RATE

on average over 30%

TARGET GROUP

upon request

RECIPIENTS

customized

25

DIGITAL DIGITAL

SPECIALIST TOPIC



Do you want to host a specialist topic as an exclusive partner of our coverage? Cover a specific topic and place your brand in the environment of your choice. We guarantee high-quality editorial coverage with continuous updates.

INCLUDED SERVICES

- Landing page with at least 4/8/12/16 editorial articles or congress reports
- Editorial concept and content by our specialist editorial team
- Integration of suitable e-Learning and product training courses
- Event announcements
- Hosting on medonline
- $\boldsymbol{\cdot}$ Integration of customer logo on the landing page
- · Inclusion of a provided banner and of one advertorial
- An exclusive newsletter to a defined target group with integration of the company logo, editorial articles, advertorial, native ad, and banner
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX

ADVERTISING (OPTIONAL)

- TeleMarketing
- Print ad
- Sending faxes

REPOR

a detailed report is provided at the end of the period

DEDIO

customized, from 3 months, upon request

from €11,100.-

High-quality, editorial environment

Extensive sponsorship and advertising opportunities within a reputable environment

Accurate marketing to your target group within an editorial environment

Direct communication to the intended target group

Single or multi-sponsorship opportunities available

Sustainability: Placement over a long period of time with regular publicity

CONGRESS NEWS



Editorial environment for a congress presented on medonline. The perfect place to showcase the latest scientific findings and publications in a professional environment and to ensure exclusive pre- and post-event coverage. Congress reports by doctors for doctors!

INCLUDED SERVICES

- · Landing page with extensive congress reporting
- Editorial concept and content by our specialist editorial team
- · Integration of expert opinions (optional)
- Integration of suitable e-Learning and product training courses
- Event announcements
- · Hosting on medonline
- An exclusive newsletter to a defined target group with integration of the company logo, editorial articles, advertorial, native ad, and banner
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX

ADVERTISING (OPTIONAL)

- · Integration of customer logo on the landing page
- Integration of a provided banner and of one advertorial

REPORT

a detailed report is provided at the end of the period

PERIOD

customized, from 3 months, upon request

from €15,700.-

27

Accurate marketing to your target group within an editorial environment

High-quality, editorial environment

Direct communication to the intended target group

Sustainability: Placement over a long period of time with regular publicity

Extensive sponsorship and advertising opportunities within a reputable environment

All prices excl. statutory taxes

DIGITAL DIGITAL

DIGITAL DFP TRAINING COURSES





Well thought-out and digitally optimised educational content in image and text elements. Expert-led online learning courses to earn required credits for an advanced training diploma (DFP). E-Learning is modernised and offers an optimised user experience through its clear and well-organised structure.

INCLUDED SERVICES

- Didactic preparation and digital implementation of educational content as an interactive e-Learning module (image & text)
- · Creation of a microsite and landing page
- · Integration of statistical infographics
- Integration of sponsor's logo and further information on the course home page
- Review of the e-Learning by an independent lecture board
- Approval of the e-Learning from the Austrian Academy of Doctors
- · Hosting on medonline for 18 months
- · Hosting on meindfp.at for sponsored learnings

Generating awareness

28

Teaching doctors about diagnostic options and forms of therapy

Addressing specific target groups

ADVERTISING

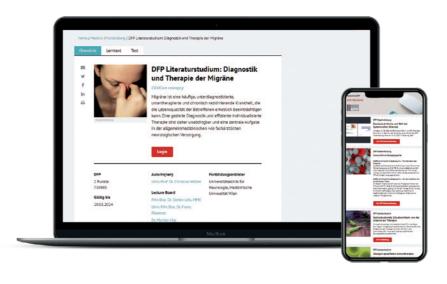
- · DFP newsletter from medonline
- An exclusive newsletter to a defined target group with integration of the company logo
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX
- Teaser box on the DFP overview page
- 1/3 page ad in a print medium of your choice
- Optional: Promotional cards with an AR feature or a QR code for the sales team

REPORT

after completion of the first quarter and at the end of the period (end of quarter)

€17,800.-

All prices excl. statutory taxes



DEP LITERATURSTUDIUM

Expert-led DFP training course which appears online and can also be enclosed with a printed magazine as a DFP special issue. Literature studies differ from e-Learning in that the content is prepared and presented differently.

INCLUDED SERVICES

- Didactic preparation and digital implementation of educational content as DFP literature studies
- · Creation of a landing page
- · Content creation by one or more experts
- Didactic preparation as well as digital implementation of the study text
- Integration of sponsor's logo and further information on the course home page
- · Review of the e-Learning by an independent lecture board
- Approval of the e-Learning from the Austrian Academy of Doctors
- Hosting on medonline for 18 months

MEDIA KIT 2023 • MedTriX Group

• Hosting on meindfp.at for sponsored learnings

Further training opportunity for doctors
Addressing specific target groups
Generating awareness

ADVERTISING

- DFP newsletter from medonline
- An exclusive newsletter to a defined target group with integration of the company logo
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX
- Teaser box on the DFP overview page
- 1/3 page ad in a print medium of your choice
- Promotional cards with an AR feature or a QR code for the sales team (see e-Learning)

REPORT

after completion of the first quarter and at the end of the period (end of quarter)

€16,900.-

All prices excl. statutory taxes

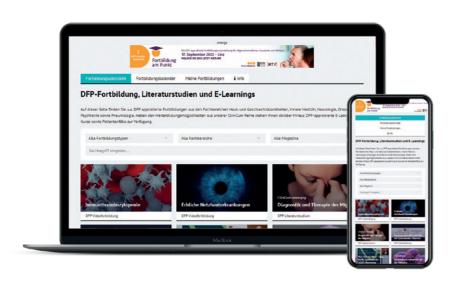
DFP literature studies (print) – see page 17
NOTE: Combination of e-Learning and DFP special issue
The e-Learning module and the DFP special issue differ in content and therefore
have a different training ID. You can earn credits for the advanced training diploma
for both the e-Learning module and the DFP special issue.

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MedTriX Group • MEDIA KIT 2023

DIGITAL DIGITAL

DIGITAL LEARNING TOOLS



PATIENT CASES (CASE REPORT QUIZ)

Put your product in the spotlight in a playful and entertaining manner with this advanced training. The doctor's conversation with their patients is the main focus. Patient cases with medical history, diagnoses, and therapies are specifically tailored to the customer's product.

INCLUDED SERVICES

- Briefing and collaborative development of the concept
- Creation of patient cases by a specialist editor
- Didactic preparation of up to three patient cases
- Programming of the quiz and creation of a landing page on medonline.at
- · Aggregated analysis
- Hosting on medonline for 12 months

ADVERTISING

- Prominent placement on medonline
- An exclusive newsletter to a defined target group
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX
- Continuous marketing with various specialist newsletters during the campaign period

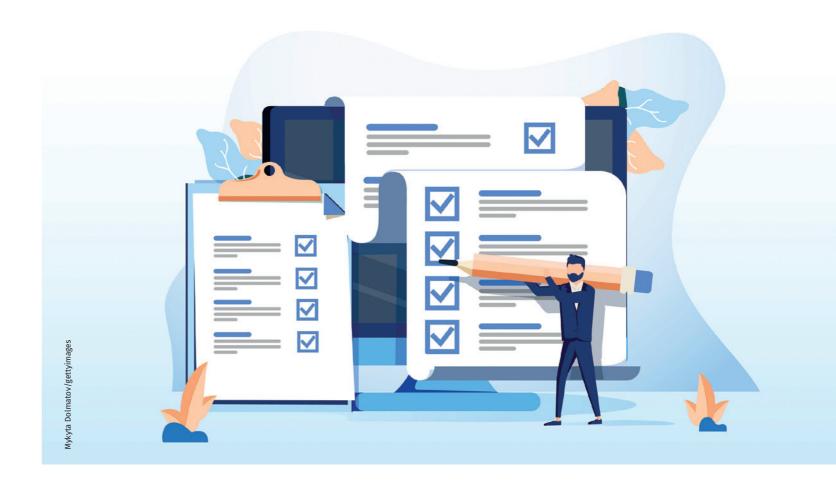
CAMPAIGN PERIOD

12 months

Detailed post-campaign report

from €8,300.-

Target group-oriented
Innovative and modern
High educational factor with a short duration
Information gathering



KNOWLEDGE QUIZ

Product training with a playful and entertaining approach. The knowledge quiz differs from the patient case in that it focuses on a specific **topic** (e.g. indication, consultation at the pharmacy) rather than a case. The knowledge quiz usually consists of 10 questions and a total score is shown at the end.

INCLUDED SERVICES

- · Choice of topic by the sponsor
- Briefing and collaborative development of the content concept
- Creation of questions by a specialist editor
 Programming of the quiz and creation of a
- landing page on medonline
- Aggregated analysis
- Hosting on medonline for 12 months

ADVERTISING

- Prominent placement on medonline
- An exclusive newsletter to a defined target group with integration of the company logo
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX
- Continuous marketing with various specialist newsletters during the campaign period

CAMPAIGN PERIOD

12 months

Detailed post-campaign report

Price on request

Innovative and modern

High educational factor with a short duration

Target group-oriented

More information and prices on request

All prices excl. statutory taxes

More information and prices on request

All prices excl. statutory taxes



WEBINAR (LIVE)

Experts share their expertise online via a branded live webinar, followed by a discussion with participants via a live chat. Our webinars are broadcast live or pre-recorded using the latest technology from a mobile studio, including a camera team or via webcam. Use this format to make your presentation/discussion a memorable experience.

SETTING OPTIONS

- Individual presentation
- · Moderated presentation
- Panel

INCLUDED SERVICES

- · Process planning
- Document optimisation
- · Setup of the streaming platform
 - Target group-oriented training
 Opportunities to interact through
 live broadcast
 - Cost-effective knowledge transfer

- Editorial support
- User management (viewer registration)
- · Studio filming including equipment and staff

OPTIONAL

external presenter

DURATION

approx. 4 hours (incl. setup/dismantling, plus rehearsal)

Price on request

TRAINING COURSES & EVENTS

Advisory Board Meeting Expert panel Consensus meeting Roundtable

Digital Future



TRAINING TRA



We design and organise a variety of bespoke events – providing tailor-made solutions for your wishes

Reach your relevant target group with our sponsorship packages at one of our training events. We organise expert panels and also develop consensual guidelines and expert opinions with the help of respected opinion leaders. This allows us to increase the KOL engagement in a targeted manner and make a key contribution to your product's success.

We hold these events in collaboration with renowned professional societies and industry figures, and we are also a DFP-approved provider if this is required. Target groups are determined individually or on request depending on the topic.

The results can published in a special publication if required.

On request, we can use other communication channels within our broad portfolio for the publication.

ADVISORY BOARD MEETING

"Status quo survey" of a new substance by independent opinion leaders – both before and during a product launch. The results will be published in a special publication.

INCLUDED SERVICES

- Organisational management (holding the meeting)
- Participant management (invitations advertising, print and online, registration management/maintenance)
- Development of the topic and list of questions by our scientific editorial team
- Medical Writer and presentation by our specialist editorial team*
- · Coordination of participation and process, reporting
- Location (MedTriX GmbH)**/technology/simple catering (special catering on request)

DIGITAL PUBLICATION (PDF FORMAT, 6-8 PAGES, A4)

- Creation of the expert statement by a Medical Writer
- Scientific review and exchange with the chairperson
- Project management (approval work, image selection, corrections, layout, production, etc.)

from €9,490.-

Production as an offprint (expertise) and insert in one of our print publications
(incl. 500 copies for free distribution)

on request

EXPERT PANEL

Leading experts discuss an indication or a product and its possible therapeutic applications from different perspectives. Duration approx. 3–4 hours. The results will be summarised and published.

from €7,900.-



CONSENSUS MEETING

National opinion leaders develop a consensual opinion on an indication or on a subject and its treatment options. The write-up is published as guidelines and a consensus statement. Duration approx. 3–4 hours.

INCLUDED SERVICES

- Organisational management (arranging and holding the meeting)
- Participant management (invitations advertising, print and online, registration management/maintenance)
- Development of the topic and list of questions by our scientific editorial team
- Medical Writer and presentation by our specialist editorial team*
- · Coordination of participation and process, reporting
- Location (MedTriX GmbH)**/technology/simple catering (special catering on request)

DIGITAL PUBLICATION (PDF FORMAT, 4-6 PAGES, A4)

- Creation of the expert statement by a Medical Writer
- Scientific review and exchange with the chairperson
- Project management (approval work, image selection, corrections, layout, production, etc.)

from €8.900.-

Production (printing) of the expert statement as a special issue and insert in one of our print publications (incl. 500 copies for free distribution)

on request

ROUNDTABLE

Our readers are key actors in the health care system. Specialists, pharmacists, healthcare professionals and decision-makers in the pharmaceutical industry and professional associations. In the future, we want to discuss specific topics with specialists in a roundtable format and share this knowledge and expertise via our publication, encouraging further public discussion. Do you have an interesting topic for us to cover? Then let us know.

Leading experts from the health sector, politics or business (4–5) discuss a current health policy or economic topic from different perspectives. The results are summarised and published in one of our print publications and on medonline.at.

INCLUDED SERVICES

- · Organisational management (holding the meeting)
- Participant management (invitations, print and online distribution)
- Development of the topic and list of questions by our scientific editorial team

- Organisation of the location and catering on site (MedTriX GmbH or partner) incl. business lunch
- Moderation by our specialist editorial team*
- Coordination of participation and process, reporting
- Major editorial follow-up coverage in the Medical Tribune or a CliniCum specialist title
- Major online coverage on pharmaceutical-tribune.at/ medonline.at and on social media
- · Logo in info box or logo bar
- Project management (approval work, image selection, corrections, layout, production, etc.)

Single sponsoring: €7,900.–

Multi-sponsoring: on request

^{*}Presentation (medical specialist presentation)

^{**}also possible externally on request, for an additional charge. Prices exclude any expert fees.

^{*}Presentation (medical specialist presentation)

^{**}also possible externally on request, for an additional charge. Prices exclude any expert fees.

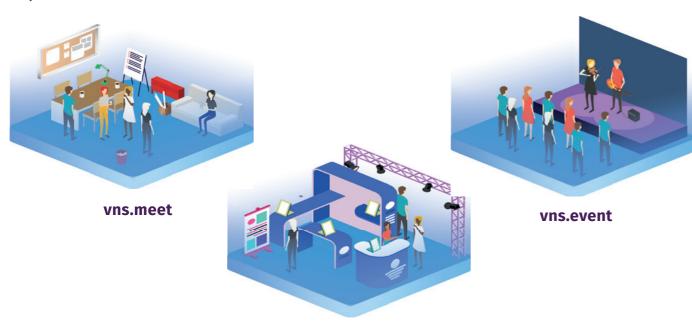
DIGITAL FUTURE DIGITAL FUTURE

VNS.WORLD

PRODUCTIVE BUSINESS EVENTS IN 3D

The vns.world 3D event spaces provide a platform for meetings, interactions, exchanges. This playful event set-up ensures better proximity and dynamics than a regular video conference. Whatever you have in mind, our Virtual Networking Suites ensure you get the right solution for your event.

Try out the virtual demo world now at: www.vns.world



vns.expo

AUGMENTED REALITY

Present your products and services in a new dimension.

Augmented Reality lets you present products and their variants to your customers in a simple and user-friendly way. Give your print brochure, website, or trade fair stand a unique look – combine Virtual Reality with in-person presence and win over your customers.

VIRTUAL REALITY Immerse yourself in the

Immerse yourself in the virtual world: Take your customers on fascinating journeys. Let your customers experience your future innovations today.

Take your first step into the world of virtual technologies together with us. We know how to deliver a top user experience in every project, based on the latest technologies and capabilities. In this way, we will create memorable experiences.





MTX CAMPUS

The MTX Campus is our new 3D event and community platform. We have created a new platform for presenting and interacting with your brands. This lets you have a bigger impact on your target groups in a playful way. Be a part of it from the start – the future of networking in the healthcare industry starts here.

The programme in the platform is curated by us all year round, ensuring you get an attractive platform for our common target groups. Speaking of which: the Dynamic Targeting system in invitation management means all our partners benefit from further professional services from our range.

INCLUDED SERVICES

- An event and community platform curated by us and tailored to the requirements of your target group
- · Engaging 3D worlds, accessible via web browser with no installation required
- Visibility through banners, 3D advertising or completely new creative concepts – get in touch with us!
- Your events on the campus environment combined with our Dynamic Targeting
- Analytics for further processing

COST

Banners and other advertising spaces are available as part of our own events.

from €1,950.-

Sponsored events give you even more visibility.

from €4,650.-

You can plan your own events or even full 3D areas with us

from €9.500.-





All prices excl. statutory taxes

DATA & DIALOGUE

Distribution Products
Mailing
Dear Doctor Letter
Sending faxes

Database Master Data

Data & Consulting
Dynamic Targeting
Key Opinion Leader Analysis
Affinity Analysis
Network Analysis
Channel Behaviour

TeleServices
TeleMarketing
TeleSales
Hotline
Market Research

DISTRIBUTION PRODUCTS



MAILING



We will send documents, patient brochures, and studies by post as mailings on your behalf – either individually or in combination with marketing campaigns.

YOUR BENEFITS

- · Quick and easy handling
- From start to finish production, contact list, mailing
- · Personalised distribution possible
- Preparing graphic layout (optional add-on)

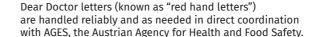
Unless otherwise specified, we recommend that doctors working in hospitals select a reasonable number of addressees (e.g. one department head with a request that they distribute or display the notice internally).

PROJECT EXAMPLE

Mailing in Austria
Postage rates will be calculated 1:1 at actual cost
(€0.34 for mailings of up to 80g)

from €1,500.-

DEAR DOCTOR LETTER



YOUR BENEFITS

- Reliable process specifically for Dear Doctor Letters
- Advice and translation of guidelines for selecting target doctors
- · Standardised reporting on mailing and returns
- · NEW: Bookable as a combination of post and e-mail delivery

OPTIONAL ADD-ONS

- · Data matching
- Sending mailing lists for documentation purposes
- Documentation, handling returns and, if needed, forwarding
- Layout preparing graphics

PROJECT EXAMPLE

Sending Dear Doctor Letters in Austria

from €1,500.-

SENDING FAXES



Fax continues to be a popular method for sending concise information. We can handle up to 5,000 single-sided fax deliveries and up to 3,000 double-sided fax deliveries every day.

YOUR BENEFITS

- · Quick and easy handling
- High-performance infrastructure
- High coverage of fax numbers (more than 99% of public pharmacies, approx. 90% of mobile pharmacists, more than 70% of established GPs, between 65% and 75% in established area of consultancy)
- Target group selected individually in coordination with the client's wishes
- Personalised distribution possible

To ensure optimal readability and the conservation of resources for the target group, fax templates must be in black and white. In addition, we recommend avoiding the use of grey scale or large images or backgrounds.

In hospitals, a reasonable number of addressees (e.g. at department head level with a request that they distribute or display the notice internally) will be selected because the target group here has too many overlapping fax numbers (e.g. one device per department).

OPTIONAL ADD-ONS

- Express same-day sending (assignment and documents until 11 a.m.)
- Double-sided sending
- Layout preparing graphics

PROJECT EXAMPLE

Sending faxes in Austria incl. selection of target groups

from €1,300.-

All prices excl. statutory taxes

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MEDIA KIT 2023 • MedTriX Group

DATA & DIALOGUE

DATA & DIALOGUE

TAKE A LOOK AT OUR DATABASE

... and start with the best database for your activities.

Exclusive validation sources make Schütz Medical Services the ideal data experts in healthcare. Our database is the best possible starting point for your data-driven tasks, such as:

- Planning fieldwork
- Area zoning
- Marketing activities
- Fulfilling documentation requirements, and much more

Whether it's about sending out our print media, conducting numerous specialist discussions with healthcare professionals (HCPs) in our in-house phone service centre or our online platform, we consistently receive feedback from the market via all our channels, not just one. This is the only way to keep high-quality data up to date.





> 74,600 HEALTHCARE PROFESSIONALS

185 hospitals 25,283 doctor's practices

1,436 public pharmacies 46 hospital pharmacies 91 drug depositories



> 46,500 HEALTHCARE PROFESSIONALS

399 hospitals 24,070 practices/clinics 1,769 public pharmacies 204 hospital pharmacies 532 drugstores

MASTER DATA

Providing you with the state of the art

Take advantage of our vast portfolio and high-quality standards by the data expert in healthcare.

YOUR BENEFITS

- · Real areas of activity in your target group
- Return quota of 0.5%-1.5%
- · Strict compliance with data protection provisions
- · Adapted contract form and validity period
- Alignment with your CRM and software solution
- Data as a whole package with the PureAdvance CRM system
- Data available for one-off use



MASTER DATA

We model reality – the basis for all your activities

Austria	
Package A	Additionally included in package B
Person ID	Type of workplace
Category of person	HCP job role
Category of operations site	Diplomas
Form of address, title, name	Opening hours
Postal address	Insurance status (for established doctors)
Workplace, department	Mobile pharmacy
Main specialties	Phone number
Additional specialties	Website
Geographic coordinates	Diplomas

Switzerland		
Package A	Additionally included in package B	
Person ID	Type of workplace	
Category of person	HCP job role	
Category of operations site	Specialisation certificates	
Form of address, title, name	Opening hours	
Postal address	Self-dispensation status	
Workplace, department	Language	
Medical specialist title	Phone number	
Specialisations	Website	
Geographic coordinates	Specialisation certificates	



ONE-OFF DATA USE PRICES FOR AT AND CH

Package A	€0.38/HCP*
Package B	€ 0.59/HCP*
*nlus set-un (one-off)	

CONTINUING DATA USE PRICES FOR AT AND CH

Package B	€ 0.59/HCP*
*plus set-up (one-off)	at actual cost
*plus updates (monthly)	from €0.07/HCP

All prices excl. statutory taxes

DATA & DIALOGUE DATA & DIALOGUE

TARGET GROUP SEGMENTATION/ CONSULTING

DYNAMIC TARGETING

In-depth look at doctors and brief overview of the entire target group

In four steps, dynamic targeting offers a comprehensive, data-based and objective view for an idea of the landscape of doctors in Austria:

- · Evaluation of practice and/or hospital: evaluation of practice environment (>170 parameters available), practice services, number of cases, relevant departments and consultants, specialisations, size of institution, scientific activities, and much more.
- · Affinity analysis: Affinity/interest of doctor in indication
- KOL analysis: analysis of opinion leaders on indication
- · (optional) In-house/customer data: sales figures, market research data and much more.

The analysis at an individual doctor level provides insights into which doctors are particularly relevant for the chosen

OPTIONAL ADD-ONS

- · Definitions of personas
- · Network analysis
- · Channel behaviour data
- Area structuring

YOUR BENEFITS

- · Analysis at an individual doctor level
- · Flexibility in designing the targeting process
- · Comprehensive range of parameters can be combined freely
- · Visibility of the decisive factors for evaluation
- Including detailed data and management presentation

Dynamic targeting is carried out for an indication and for up to three chosen professional groups. All doctors of the corresponding target group will be transmitted.

PROJECT PROCESS

- · Assigning the project for the indication practice/hospital
- Preparing parameters for launch (MedTriX)
- Kick-off workshop
- · Sending protocol and approval by client
- Analysis stage
- · Interim feedback call with clients
- · Analysis/finalisation of results
- · Results presentation workshop and delivery

PROJECT EXAMPLE

Practice or hospital targeting for an indication and up to three groups of consultants in Austria

from €29,000.-



KEY OPINION LEADER ANALYSIS



Find experts instead of searching for experts: we identify all key opinion leaders for your indication.

YOUR BENEFITS

- · Identification of new speakers
- · Identification of new multipliers, aspiring and interdisciplinary experts
- The analysis is not associated with consultant groups or areas of activity (this can, of course, be refined according to client wishes)
- · Detailed information on each expert activity identified as being relevant

We will provide you with a multidisciplinary analysis of all doctors with expertise in your selected indication.

Jointly defined keywords will be used to screen activities on the indication via the following channels:

- · Publications, journals
- · (DFP-certified) events

- · Opinions expressed online
- Investigators/leaders of clinical studies
- · Medical companies, patient organisations

NEW: OPTIONAL ADD-ON

· Network analysis

PROJECT PROCESS

- · Joint kick-off session for coordinating targets/ defining keywords
- · Final workshop: presentation of results
- Delivery: PowerPoint presentation with summary of the results and a data file with all relevant doctors according to package B with relevance and expertise

PROJECT EXAMPLE

KOL/expert analysis for an indication in Austria

€8,300.-



AFFINITY ANALYSIS

A detailed view of doctors interested in the indication

Analysis at an individual doctor level presenting the doctor's interests or further training behaviour regarding a given indication. A range of channels will be screened using jointly defined keywords. Furthermore, the doctor's practice services will be taken into consideration.

YOUR BENEFITS

- · Unique information on the professional interest in the respective indication
- You can find your ideal target group for market penetration, events, mailing lists, advanced training
- The analysis is not associated with consultant groups or areas of activity (this can, of course, be refined according to client wishes)
- · Refining the larger target groups to sections that are relevant for marketing activities
- · Expanding smaller target groups to other interested specialist groups

PROJECT PROCESS

- · Joint kick-off session for coordinating targets/defining
- · Final workshop: presentation of results
- Delivery: PowerPoint presentation with summary of the results and a data file with all relevant doctors according to package B with refinement of interests in categories of high/average/low

PROJECT EXAMPLE

Affinity analysis for an indication in Austria

€6,200.-

All prices excl. statutory taxes Your tailored solution: price on request All prices excl. statutory taxes Your tailored solution: price on request

DATE O DISTOCUE

DOCTOR PROFILE WITH CURRENT AND UNIQUE DATA



Master data (example)

MASTER DATA

Personal data					
Main specialty-1	Internal medicine	Area of activity	Hospital and established	Diploma-4	Special pain therapy
Main specialty-2	General medicine	Diploma-1	Medical nutrition therapy	Trade licence	Trade in medical devices
Additional specialty-1	Nephrology	Diploma-2	Sports medicine	Age	45-55 years old
Additional specialty-2	Endocrinology	Diploma-3	Geriatrics	Professional association	ÖGN

OPERATIONS SITES

Practice	
Workplace	Dr Example practice
Type of workplace	Group practice
Street	Doctor Street 142
Postcode	1140
Town/city	Vienna
Federal state	Vienna
Mobile pharmacy	No
Patients/week	over 500
Opening hours	Mon-Fri 8 a.m. – 4 p.m.
Community size	>50,000 residents
Phone number	+43 61 123 45 67
Fax number	+43 61 123 45 68

Hospital	
Workplace	Klinik Hietzing hospital
Department	Medical department no. 3
Street	Wolkersbergenstrasse 1
Postcode	1130
Town/city	Vienna
Federal state	Vienna
Job role	Department head
Geographic coordinate Y	16.270122
Geographic coordinate X	48.160213
Specialty	Endocrinology, nephrology
Phone number	+43 61 123 45 69
Fax number	+43 61 123 45 60

Miscellaneous	
Workplace	Rheuma-Ambulatorium Wien-Oberlaa
Type of workplace	Specialist outpatient clinic
Street	Kurbadstrasse 14
Postcode	1100
Town/city	Vienna
Federal state	Vienna
Job role	Doctor
Geographic coordinate Y	16.400324
Geographic coordinate X	48.140233
Specialty	Rheumatology
Phone number	+43 (0)61 987 65 43
Fax number	+43 (0)61 987 65 40



DOCTOR PROFILEDr Maria Example
(person and data are fictional)

Neighbourhood data (example)





DOCTOR PROFILE
Dr Maria Example
(person and data are fictional)

DEMOGRAPHIC DETAIL DATA

Neighbourhood data	
Nearest pharmacy	Apotheke zum goldenen Apfel
Distance to the next pharmacy	1.6 km
Nearest practice	Praxisgemeinschaft Dr. Huber
Distance to the next practice	1.9 km
Nearest hospital	Hanusch-Krankenhaus Vienna
Distance to the next hospital	2.4 km
Dialysis centre in the area	Yes
Distance to the nearest dialysis centre in the area	2.4 km

We control over 170 parameters for your individual area of observation

Neighbourhood data	
Other nephrologists present in the relevant area	Yes
Number of other nephrologists in the relevant area	5
Number of insurance-linked nephrologists in the relevant area	1
Proportion of people over 60 years old	20%
Gender divide	M 46% / F 54%
Women between 15 and 20 years old in the relevant area	383 (average)
Men between 29 and 55 years old in the relevant area	5,260 (high)
Residents with a migrant background Origin: Southern Europe, Turkey, Africa	2,767 (high)
Resident population with the highest level of education completed: Statutory education/training	12,868 (average)
Purchasing power per person per month	1,876.93 EUR (average)

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DATA & DIALOGUE

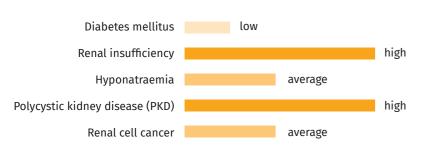
Affinity/experts (example)

We know the relevant experts for your indication and your interested target groups





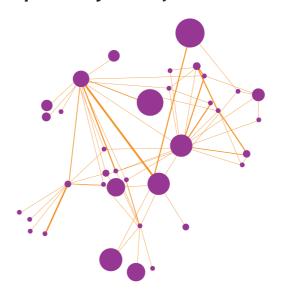
DOCTOR PROFILE Dr Maria Example (person and data are fictional)



Network analysis

Offers an in-depth view of professional cooperation of experts for your subject area.





This analysis offers an in-depth view of professional cooperation of experts in the subject area. Every area and crosspoint in the network can be viewed in detail. The network can be modified and viewed separately via a range of criteria.

YOUR BENEFITS

- · Shows core points and central crosspoints for the indication.
- Shows who is working together with whom and how intensively these collaborations are shaped.

Project example: network analysis for an indication in Austria as an add-on to the KOL analysis

from €2,700.-

KEY OPINION LEADER ACTIVITY

Nephrosclerosis

SAMPLE PUBLICATIONS

AFFINITY/INTEREST

Dose adjustment in patients with renal failure Leptospirosis and renal failure: a case series

SGLT2 Inhibitors and Type 1 Diabetes Chronic kidney disease epidemiology

Molecular regulation in haemodialysis patients

SAMPLE EVENTS

2018 Disturbances of the potassium homeostasis

Acute renal impairment

New treatment methods for ADPKD Polycystic kidney disease - what now?

2021 Tolvaptan with ADPKD

SAMPLE OF CLINICAL STUDIES

2020 A Study in Patients with Type 2 Diabetes Mellitus

2021 Fluid Intake in Kidney Failure

2022 Sex Differences in Chronic Kidney Disease



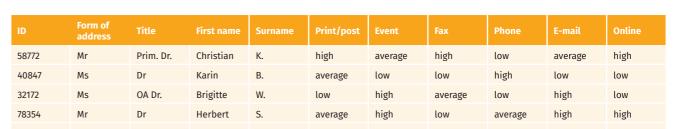


SAMPLE OF PROFESSIONAL ASSOCIATIONS

Österreichische Gesellschaft für Nephrologie (Austrian Association of Nephrology) Österreichische Diabetes Gesellschaft (Austrian Diabetes Association) Österreichische Gesellschaft für Ernährung (The Austrian Nutrition Society)

Channel behaviour (example)

Information on the usage behaviour for a wide range of doctor networks is available at doctor level.



Project example for dermatologists

USAGE/OBSERVED DATA



Print/post









Event



Online

There is a range of channels available for communicating with the doctor. The goal is to create an optimal combination of the options available and to coordinate them.

from €4,500.-

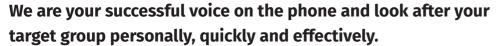
All prices excl. statutory taxes Your tailored solution: price on request

DATA & DIALOGUE DATA & DIALOGUE

TELESERVICES



TELEMARKETING





- BENEFITS FOR YOU Pharmaceutical representatives with medical or pharmaceutical training work in phone support and would be happy to place your products, advertising and sales messages directly with your clients.
 - · We offer our teleservices in German, French, Italian, English and, on request, in almost any language.
 - From designing the conversation guidelines to selecting the target group to preparing the conversation, take advantage of our comprehensive support over the entire duration of the project.

OPTIONAL

- · Preselection of the target group
- · Personalised e-mail/fax/mailing
- Teledetailing
- Obtaining e-permissions
- Weekly report
- Management presentation, executive summary

Unless otherwise specified, we recommend that doctors working in hospitals select a reasonable number of addressees (e.g. one department head with a request that they distribute or display the notice internally).

EXAMPLE

Telemarketing with 1,000 people in Austria

from €16.380.-

TELESALES

Can we add a little extra?

We offer your products directly over the phone, specifically for pharmacists, mobile pharmacists, and doctors with a trade licence. Do you have a promotion and want to give sales a much-needed push? Then you're in the right place with us!

A TELESALES PROMOTION ...

- · Pharmaceutical representatives with medical or pharmaceutical training work in phone support and would be happy to place your products, advertising and sales messages directly with your clients.
- · We offer our teleservices in German, French, Italian, English and, on request, in almost any language.
- From designing the conversation guidelines to selecting the target group to preparing the conversation, take advantage of our comprehensive support over the entire duration of the project.

Our telephone pharmaceutical representatives sell your products over the phone, assist you with sales promotions and can take and forward orders. Thus, you can push your marketing with targeted promotions and drive sales.

EXAMPLE

Telesales promotion with 500 pharmacies in Austria

from €11,340.-

All prices excl. statutory taxes Your tailored solution: price on request

Hotline

Have you already answered the same question for the umpteenth time today?

We will accept calls from your doctors, pharmacists, or patients and answer their questions in close collaboration with you. Our highly trained pharmaceutical representatives provide competent support, listen to your clients and users and assist them patiently and with the necessary expert knowledge.

A HOTLINE IS THE RIGHT **SOLUTION**

- for supply bottlenecks and delays
- as a support for product launches or further product development
- · as your helpdesk and the first point of contact for questions
- · as a point for ordering your products
- · and for much more.

BENEFITS FOR YOU

- · Hotline support for every problem: competent, quick, reliable
- Set up of a standardised crisis hotline possible within 24 hours
- 0800-number or standard phone number, depending on your preference
- Personalised tape recording, hold music, etc., depending on your preference
- · Hotline support available in a range of languages

EXAMPLE

Standardised crisis hotline for 2 months

from €4,650.-

MARKET RESEARCH

Are you looking for a partner for your phone surveys? Then you're in the right place with us.

We will accept calls from your doctors, pharmacists, or patients and answer their questions in close collaboration with you. Our highly trained pharmaceutical representatives provide competent support, listen to your clients and users and assist them patiently and with the necessary expert knowledge.

BENEFITS FOR YOU

· Specialists in healthcare:

We have been working in HCP healthcare for 20 years - these many years of experience make us the top choice for your project.

Top qualified staff:

Our pharmaceutical representatives with medical or pharmaceutical training have found their vocation in phone support and will collect the information you need directly from your clients. We conduct conversations at eye-level and can provide detailed results and insights.

The highest standard of support and project management:

From creating the questionnaire concept to recruiting participants and processing and interpreting data - take advantage of our support throughout the entire project process.

· Varied project experience:

Make the most of our comprehensive experiences in patient journeys, satisfaction research, collecting treatment trends, market analyses, patient potentials.

· Flexible processing for the doctor:

We personally invite every doctor to participate in the market research and are happy to follow the doctor's needs. Upon request, we will agree another meeting and collect information by phone or video call, or send an online version, or give a new reminder.

· Language flexibility:

We offer our market research in almost any language, which is perfect for international information gathering.

EXAMPLE

Market research with 1,000 contacts in Austria

from €17,570.-

All prices excl. statutory taxes Your tailored solution: price on request

INFORMATION

MEDICAL TRIBUNE

FORMAT

312 × 440 mm

PAPER QUALITY

57 g/m² glossy, recycled LWC

CLINICUM SERIES

FORMAT

A4, 210 × 297 mm

PAPER QUALITY

Cover: 170 g/m² matt coated paper Inside pages: 80 g/m² UPM Sol or Norcorte, in matt

ÄRZT*IN FÜR WIEN

FORMAT

A4, 210 × 297 mm

PAPER QUALITY

115 g/m² Hello Silk paper

TECHNICAL REQUIREMENTS PRINT

Ad format for the respective medium printable PDF/X-4 files in full colour (4c) Colour profile ISO Coated v2 at least 300 dpi at least 3 mm bleed for trimming ads

MEDIA DELIVERY

By e-mail to at-anzeigen@medtrix.group (less than 20 MB of data) Larger amount of data >15 MB via WeTransfer.com

The publisher assumes no liability for deviations in the tonal value within the tolerance range.

BRIEF SPECIALIST INFORMATION

If not included in the advertisement, please always send the brief specialist information for the advertisement as a separate Word file.

DELIVERY OF THIRD-PARTY INSERTS

For CliniCum pneumo, CliniCum neuropsy and CliniCum derma:

Friedrich Druck & Medien GmbH >>Title / No. XX << Zamenhofstraße 43–44 4020 Linz, Austria

For the Medical Tribune, CliniCum onko and CliniCum innere:

Druckerei Ferdinand Berger & Söhne >>Title / No. XX << Wiener Straße 80 3580 Horn, Austria

TECHNICAL REQUIREMENTS ONLINE

Banner in the respective format animated gif, jpeg, png or in HTML5 incl. URL for landing page

TECHNICAL REQUIREMENTS VIDEO

Format: Video in landscape mode; widescreen (16:9) Resolution: 1920 × 1080 Video file type: mp4 file, MOV file Video codec: H.264 encoded

TECHNICAL REQUIREMENTS AUDIO

Format: PCM, AAC/MP3 (320 kbit/s) Sample rate: 44.1 kHz, 48 kHz

Advertising rates are effective as of 1 Jan 2023

PAYMENT TERMS

All prices are net, print plus 5% advertising fee plus 20% VAT VAT number: ATU 48742605 DVR no.: 4007613 Company register number: FN 189189 w Company Register Court: Commercial Court Vienna, Marxergasse 1a, 1030 Vienna, Austria

The general terms and conditions of MedTriX GmbH apply, which can be found at https://medtrix.group/oesterreich/agb/

BANK DETAILS

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*For reasons of legibility, we have refrained from using gender-specific wording. Where personal names are only given in the masculine form, they shall refer to both men and women equally.

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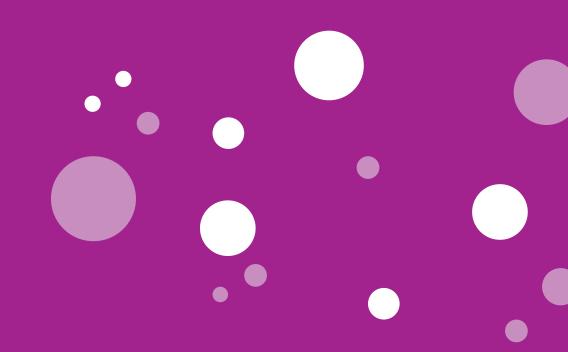
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