MEDIA KIT 2023

Print
Digital
Training courses & events
Data & dialogue

www.medtrix.group/oesterreich
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.

www.medtrix.group
Medical Tribune
Ad & special advertising formats

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

Special productions
Arzt*In für Wien

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 professionspecific 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

Newsletter
Medical Tribune
with each printed issue.
Take advantage of our special combi subscriptions!
see page 22

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Paid products

Subject to change without notice

*Inter Medical Report deadline: 3 weeks before the ad deadline for each issue
**Each issue includes other practice-relevant news from the field of medicine – from diabetology, pneumology, cardiology to pain therapy, dermatology, urology and many more.

Subject to change without notice
### ADS & SPECIAL FORMATS

#### MEDICAL TRIBUNE

**Format** | **Print space (mm)** | **Price**
--- | --- | ---
2/1 page A3 | 286 × 404 | €4,950.–
2 × 1/2 page (landscape across binding) | 140 × 297 | €5,300.–
1/2 page A3 | 286 × 297 | €4,200.–
1/2 page landscape A3 | 286 × 194 | €2,650.–
1/3 page landscape A3 | 170 × 194 | €2,650.–
1/3 page 3-column portrait | 170 × 163 | €2,650.–
A5 4-column landscape | 210 × 148 | €3,050.–
A5 3-column portrait | 170 × 215 | €3,050.–
1/4 page landscape | 286 × 100 | €2,650.–
1/4 page 3-column | 170 × 132 | €2,650.–
1/4 page 2-column portrait | 170 × 104 | €2,650.–
1/8 page footer | 286 × 50 | €1,800.–

*All prices excl. statutory taxes*

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### SPECIAL & COVER AD FORMS

#### MEDICAL TRIBUNE

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

*All prices excl. statutory taxes*

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### 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 areas: front page: 286 × 297, pages 2 and 3: 315 × 404, back cover: 286 × 404
- Price: €19,990.–

- €14,990.– half jacket

### SLEEVE

Sleeve format: 660 × 100, delivered ready-made

- 365 × 100 (+3 mm bleed)
- €550.– for 1,000 copies
- Includes print, with print info provided

### 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.
CLINICUM DERMA

KEY INFO
Print run: 5,300
Frequency: 6 times a year
Magazine format: DIN A4 / 210 mm wide × 297 mm high

EDITORIAL 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 TOPICS
- Atopic dermatitis
- Psoriasis
- Skin cancer
- Allergies
- Philology
- Alopecia
- Paediatric dermatology
- Acne treatment
- Urticaria
- Wound treatment, etc.

NEWSLETTER
• Conference coverage
  • Planned conference coverage

INFO
Subject to change without notice

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

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*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-the-art 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 TOPICS
- Cardiology
- Rheumatology
- Endocrinology & metabolism
- Intensive care medicine
- Gastroenterology & hepatology
- Oncology
- Angiology
- Nephrology
- Radiology
- Austrian Vaccination Plan

INFO
Subject to change without notice

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

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*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 TOPICS
- Multiple sclerosis
- Headache, migraine
- Neuropsychiatry
- Parkinson’s disease
- Strokes
- Epilepsy
- Pain
- Schizophrenia
- Anxiety disorders
- (Treatment-resistant) depression

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.

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

FOCUS AREAS AND TOPICS
- Haematology
- Gynaecological tumours
- Paediatric oncology
- Urological tumours
- Dermato-oncology
- Precision oncology/tumour profiling
- Gastrointestinal tumours
- Lung cancer
- Skin cancer etc.
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 TOPICS
- COPD
- Pulmonary hypertension
- Lung cancer
- Bronchial asthma
- Pulmonary embolism
- Invasive pulmonary mycosis
- Allergies
- Lung infections
- Radiology
- Pulmonary fibrosis

AD FORMATS

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

Special placements

COVER PAGE ADDITIONAL CHARGES
U2/U3: ............................................. + €600.–
U4: ............................................. + €1,000.–

CIRCLE AD @
100 mm ........................................... €2,650.–

3+1 FREE

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.

All prices excl. statutory taxes

*plus 3 mm bleed, depending on placement

All specifications in millimetres

Newsletter CLINICUM pneumo with every print issue. Take advantage of our special combi subscriptions! see page 22

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

Subject to change without notice

Subject to change without notice
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 ClinicaMag 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.

CONTENTS
- 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.), sources.
- 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 charge.
- Additional illustrations possible, €750.– each.
- Update of an existing medicinal product profile: on request.

from €24,500.–
**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 .................................................. €2,350.–
  - A4, 6-sided .................................................. €2,450.–
  - 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. Additional correction runs will be charged at a flat rate of €250.– each. Each question will be represented by a 2-sided page in the next issue.
- A4, 4-sided .................................................. €17,500.–
- higher volumes ................................................. on request
- Design as an exclusive special issue .............. on request

Basic edition: 1,000 copies

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**YELLOW PAGE – CLINICUM SERIES**

**INTER MEDICAL REPORT – MEDICAL TRIBUNE**

In issue

**YELLOW PAGE / INTER MEDICAL REPORT**
- 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
  - Medical Tribune 1/1 page .................................................. €1,400.–
  - Clinicum 1/1 page .................................................. €700.–
  - + Ad costs .................................................. see respective medium
  - + layout costs .................................................. €270.– / page

**ADVERTORIAL INCL. DESIGN/LAYOUT**
- Approved text and illustrations provided by the customer
  - Medical Tribune 1/1 page .................................................. €650.–
  - Clinicum 1/1 page .................................................. €330.–
  - + Ad costs .................................................. see respective medium

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**ALERT SERVICE**

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 .................................................. €17,500.–

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**DFP LITERATURSTUDIUM**

**SPONSORING 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.
- 8 pages, 1,000 copies ........................................ €19,400.–

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**ALERT SERVICE FOLDER**

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

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**SPECIAL PRINTS – SPECIAL ISSUES – EXPERT STATEMENT**

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**ADVERTORIAL INCL. DESIGN/LAYOUT**

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

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**YELLOW PAGE – CLINICUM SERIES**

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**INTER MEDICAL REPORT – MEDICAL TRIBUNE**

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**ALERT SERVICE**

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

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**ADVERTORIAL INCL. DESIGN/LAYOUT**

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

**AD FORMATS**

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

All prices excl. statutory taxes. Subject to change without notice.

**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
Men: 48%
Women: 52%

**THE MONTHLY MAGAZINE OF THE VIENNA MEDICAL ASSOCIATION (FORMERLY KNOWN AS DOKTORINWIEN)**

**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.

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

All prices excl. statutory taxes. Subject to change without notice.

**KEY INFO**

Print run: 18,000
Frequency: monthly
Magazine format: DIN A4 / 210 mm wide × 297 mm high

**EDITORIAL POLICY**

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**AUDIENCE**

All doctors working in Vienna incl. dentists

Reader distribution – national and international
Men: 48%
Women: 52%

**AD FORMATS**

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<tr>
<th>Format</th>
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<td>210 × 297</td>
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<td>1/3 page portrait</td>
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<tr>
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<tr>
<td>1/1 page portrait</td>
<td>210 × 297</td>
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<tr>
<td>1/3 page landscape</td>
<td>210 × 255</td>
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<tr>
<td>Text advertisement</td>
<td>90 × 59</td>
<td>€ 600,—</td>
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WEBSITES

623,972
PAGE IMPRESSIONS

413,919
VISITS

332,124
UNIQUE USERS

(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.

Display Ads

Banners allow you to communicate your message easily and flexibly.

<table>
<thead>
<tr>
<th>medonline</th>
<th>Format</th>
<th>1 month</th>
<th>3 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard &amp; Medium Rectangle</td>
<td>€2,860.–</td>
<td>€6,200.–</td>
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</table>

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
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

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

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

14-DAY NEWSLETTERS

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

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

REGULAR NEWSLETTERS
(corresponding to the publication dates of the print publications)

CliniCum derma
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.

CliniCum pneumo
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.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
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<tbody>
<tr>
<td>Premium Banner &amp; Medium Rectangle</td>
<td>€2,070.– per banner set/distribution</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
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<th>1 month</th>
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<tbody>
<tr>
<td>Teaser ad</td>
<td>€2,990.– Distribution/Links</td>
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</table>

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)
**NEWSLETTER EXCLUSIVE**

**SPECIAL NEWSLETTER**

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

**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)

**REPORT**
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

---

**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)

**NOTE**
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.–

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**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 SERVICES**
- 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.)

**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

---

Accurate marketing to your target group with total creative freedom
Direct communication to the intended target group
Open rate: Ø 23%
**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
- 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

**REPORT**
A detailed report is provided at the end of the period

**PERIOD**
Customized, from 3 months, upon request

**from €11,100.–**

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**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.–**

---

**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

---

**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 DFP TRAINING COURSES

E-LEARNING
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 by the Austrian Academy of Doctors
· Hosting on medonline for 18 months
· Hosting on meindfp.at for sponsored learnings

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.–

Generating awareness
Teaching doctors about diagnostic options and forms of therapy
Addressing specific target groups

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 by the Austrian Academy of Doctors
· Hosting on medonline for 18 months
· Hosting on meindfp.at for sponsored learnings

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.–

Generating awareness
Teaching doctors about diagnostic options and forms of therapy
Addressing specific target groups

DIGITAL DIGITAL TRAINING COURSES

Generating awareness
Teaching doctors about diagnostic options and forms of therapy
Addressing specific target groups

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.

All prices excl. statutory taxes

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

CAMPAIGN PERIOD
12 months

Detailed post-campaign report

from €8,300.–

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

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

CAMPAIGN PERIOD
12 months

Detailed post-campaign report

Price on request

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

Innovative and modern
High educational factor with a short duration
Information gathering

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

More information and prices on request

All prices excl. statutory fees

DIGITAL LEARNING TOOLS

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

More information and prices on request

All prices excl. statutory fees
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
- 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

Target group-oriented training
Opportunities to interact through live broadcast
Cost-effective knowledge transfer

More information and prices on request
All prices excl. statutory taxes
TRAINING COURSES & EVENTS

- Advisory Board Meeting
- Expert panel
- Consensus meeting
- Roundtable
- Digital Future
**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)

from €9,490.–

**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**
- 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.)

from €8,900.–

**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.)

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

**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*
- Scientific review and exchange with the chairperson
- Project management (approval work, image selection, corrections, layout, production, etc.)

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

from €9,490.–

**on request**

*Presentation (medical specialist presentation)
**Also possible externally on request, for an additional charge. Prices exclude any expert fees.
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

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 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

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

COSTS

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 on request.

from €9,500.–

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

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

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

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)

**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.–

**MAILING**

Dear Doctor letters (known as “red hand letters”) are handled reliably and as needed in direct coordination with AGES, the Austrian Agency for Health and Food Safety.

**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.

**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.–
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.

DATA & DIALOGUE

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

DETAILS ON ALL TARGET GROUPS IN SMs DATA FOLDER
AND ON www.schuetz.cc

MAster DATA

We model reality – the basis for all your activities

Austria

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

Europe

Switzerland

<table>
<thead>
<tr>
<th>Package A</th>
<th>Additionally included in package B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person ID</td>
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<tr>
<td>Category of person</td>
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</tr>
<tr>
<td>Category of operations site</td>
<td>Specialisation certificates</td>
</tr>
<tr>
<td>Form of address, title, name</td>
<td>Opening hours</td>
</tr>
<tr>
<td>Postal address</td>
<td>Self-dispensation status</td>
</tr>
<tr>
<td>Workplace, department</td>
<td>Language</td>
</tr>
<tr>
<td>Main specialties</td>
<td>Phone number</td>
</tr>
<tr>
<td>Additional specialties</td>
<td>Website</td>
</tr>
<tr>
<td>Geographic coordinates</td>
<td>Specialisation certificates</td>
</tr>
</tbody>
</table>

ONE-OFF DATA USE PRICES FOR AT AND CH

<table>
<thead>
<tr>
<th>Package A</th>
<th>Price</th>
<th>Package B</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€0.38/HCP*</td>
<td></td>
<td>€0.59/HCP*</td>
</tr>
<tr>
<td>*plus set-up (one-off)</td>
<td>€550.–</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CONTINUING DATA USE PRICES FOR AT AND CH

<table>
<thead>
<tr>
<th>Package B</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€0.59/HCP*</td>
</tr>
<tr>
<td>*plus set-up (one-off)</td>
<td>at actual cost</td>
</tr>
<tr>
<td>*plus updates (monthly)</td>
<td>from €0.07/HCP</td>
</tr>
</tbody>
</table>

All prices excl. statutory taxes
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 – calls 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.–
DOCTOR PROFILE WITH CURRENT AND UNIQUE DATA

Master data (example)

### MASTER DATA

<table>
<thead>
<tr>
<th>Personal data</th>
<th>Hospital and established</th>
<th>Diploma</th>
<th>Special pain therapy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main specialty-1</td>
<td>Internal medicine</td>
<td>Diploma-1</td>
<td>Medical nutrition therapy</td>
</tr>
<tr>
<td>Main specialty-2</td>
<td>General medicine</td>
<td>Diploma-1</td>
<td>Trade licence</td>
</tr>
<tr>
<td>Additional specialty-1</td>
<td>Nephrology</td>
<td>Diploma-2</td>
<td>Trade in medical devices</td>
</tr>
<tr>
<td>Additional specialty-2</td>
<td>Endocrinology</td>
<td>Diploma-3</td>
<td>Geriatrics</td>
</tr>
</tbody>
</table>

### OPERATIONS SITES

<table>
<thead>
<tr>
<th>Practice</th>
<th>Hospital</th>
<th>Department</th>
<th>Street</th>
<th>Postcode</th>
<th>Town/city</th>
<th>Federal state</th>
<th>Mobile pharmacy</th>
<th>Patients/week</th>
<th>Opening hours</th>
<th>Community size</th>
<th>Phone number</th>
<th>Fax number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr Example practice</td>
<td>Klinik Hietzing hospital</td>
<td>Medical department no. 1</td>
<td>Wolkenbergstrasse 1</td>
<td>1130</td>
<td>Vienna</td>
<td>No</td>
<td>over 500</td>
<td>Mon–Fri 8 a.m. – 4 p.m.</td>
<td>&gt;50,000 residents</td>
<td>+43 61 123 45 67</td>
<td>+43 61 123 45 68</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Miscellaneou</th>
<th>Workplace</th>
<th>Street</th>
<th>Postcode</th>
<th>Town/city</th>
<th>Federal state</th>
<th>Job role</th>
<th>Geographic coordinate Y</th>
<th>Geographic coordinate X</th>
<th>Specialty</th>
<th>Phone number</th>
<th>Fax number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rheuma-Ambulatorium Wien-Oberlaa</td>
<td>Kurbadstrasse 14</td>
<td>1100</td>
<td>Vienna</td>
<td>Vienna</td>
<td>Doctor</td>
<td>16.400324</td>
<td>48.140233</td>
<td>Rheumatology</td>
<td>+43 (0)61 987 65 43</td>
<td>+43 (0)61 987 65 40</td>
<td></td>
</tr>
</tbody>
</table>

### DEMOGRAPHIC DETAIL DATA

<table>
<thead>
<tr>
<th>Neighbourhood data</th>
<th>Distance to the next pharmacy</th>
<th>Distance to the next practice</th>
<th>Distance to the next hospital</th>
<th>Distance to the nearest dialysis centre in the area</th>
<th>Proportion of people over 60 years old</th>
<th>Gender divide</th>
<th>Women between 15 and 20 years old in the relevant area</th>
<th>Men between 20 and 15 years old in the relevant area</th>
<th>Residents with a migrant background</th>
<th>Resident population with the highest level of education completed: Statistical education/training</th>
<th>Purchasing power per person per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apotheke zum goldenen Apfel</td>
<td>1.6 km</td>
<td>1.9 km</td>
<td>2.4 km</td>
<td>Yes</td>
<td>20%</td>
<td>44% / 54%</td>
<td>283 (average)</td>
<td>361 (high)</td>
<td>Southern Europe, Turkey, Africa</td>
<td>12,868 (average)</td>
<td>1,876.93 EUR (average)</td>
</tr>
</tbody>
</table>

We control over 170 parameters for your individual area of observation

### Neighbourhood data (example)

**DOCTOR PROFILE**

Dr Maria Example (person and data are fictional)
**Affinity/experts (example)**

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

**Affinity/interest**

- Diabetes mellitus: low
- Renal insufficiency: high
- Hyponatraemia: average
- Polycystic kidney disease (PKD): high
- Renal cell cancer: average
- Nephrosclerosis: high

**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.–

**Channel behaviour (example)**

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

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.

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# TELE SERVICES

## TELEMARKETING

**We are your successful voice on the phone and look after your target group personally, quickly and effectively.**

**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 pre-permission
- 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.–**

## 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.–**
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

*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.

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 48742655
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
UniCredit Bank Austria AG
Account no.: 10019608107
Bank code: 12000
IBAN: AT80 1200 0100 1960 8107
BIC: BKAUATWW

MEDIA OWNER
MedTriX GmbH
Grünbergstraße 15, 1120 Vienna, Austria
www.medtrix.group/oesterreich
P +43 1 54600-0

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

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GET IN TOUCH