

MEDIA KIT 2024

Print

Digital

Training courses & events

Data & dialogue



MedTriX Group

we care for media solutions

The MedTriX Group – a new alliance for a new era

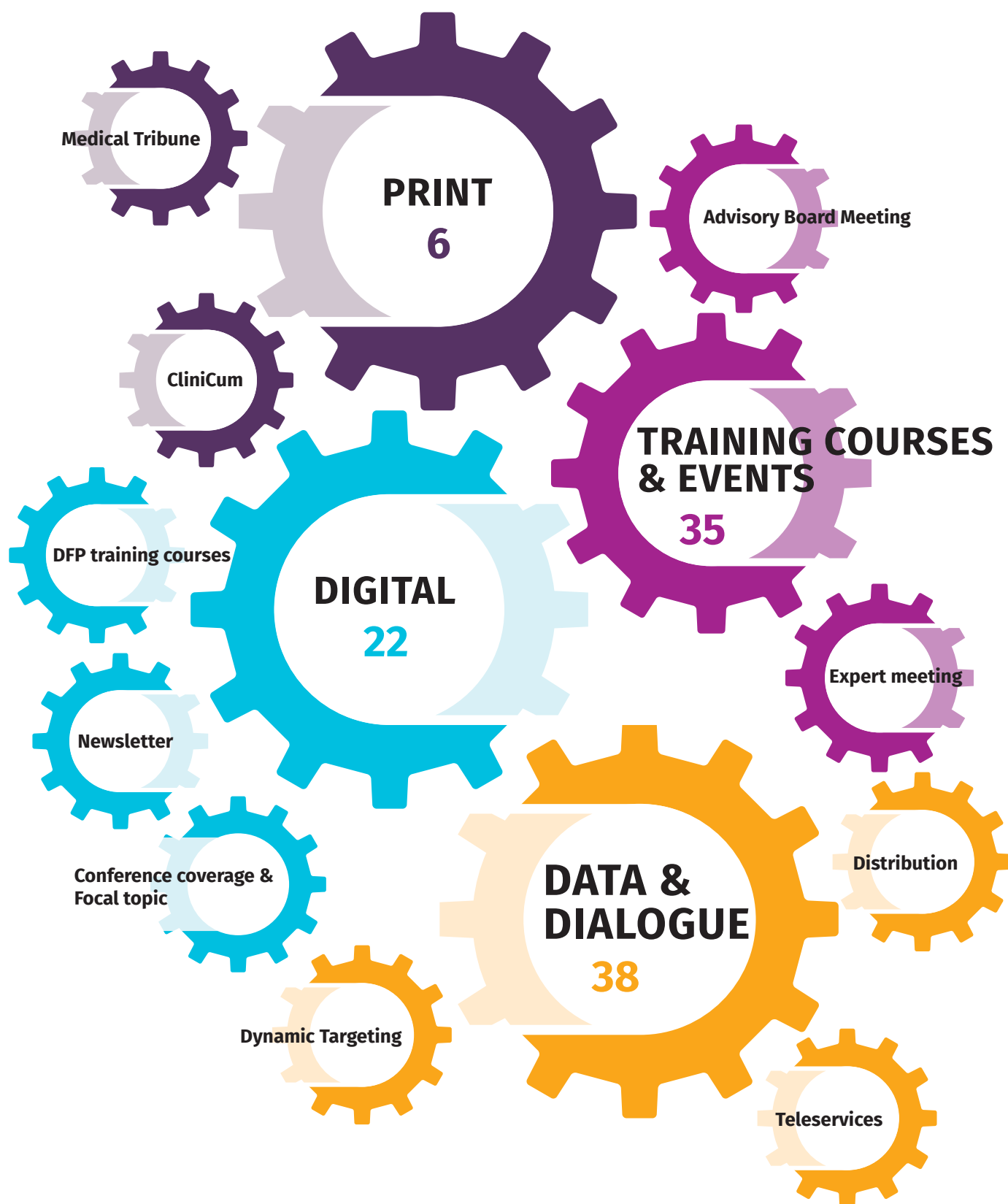
Digital transformation is taking place in every field. Everything we do is geared towards finding the best solution in today's increasingly complex media world. We focus on changing needs, actively involve target groups in development steps and rely on innovative technologies. In this way we create scalable 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.



www.medtrix.group

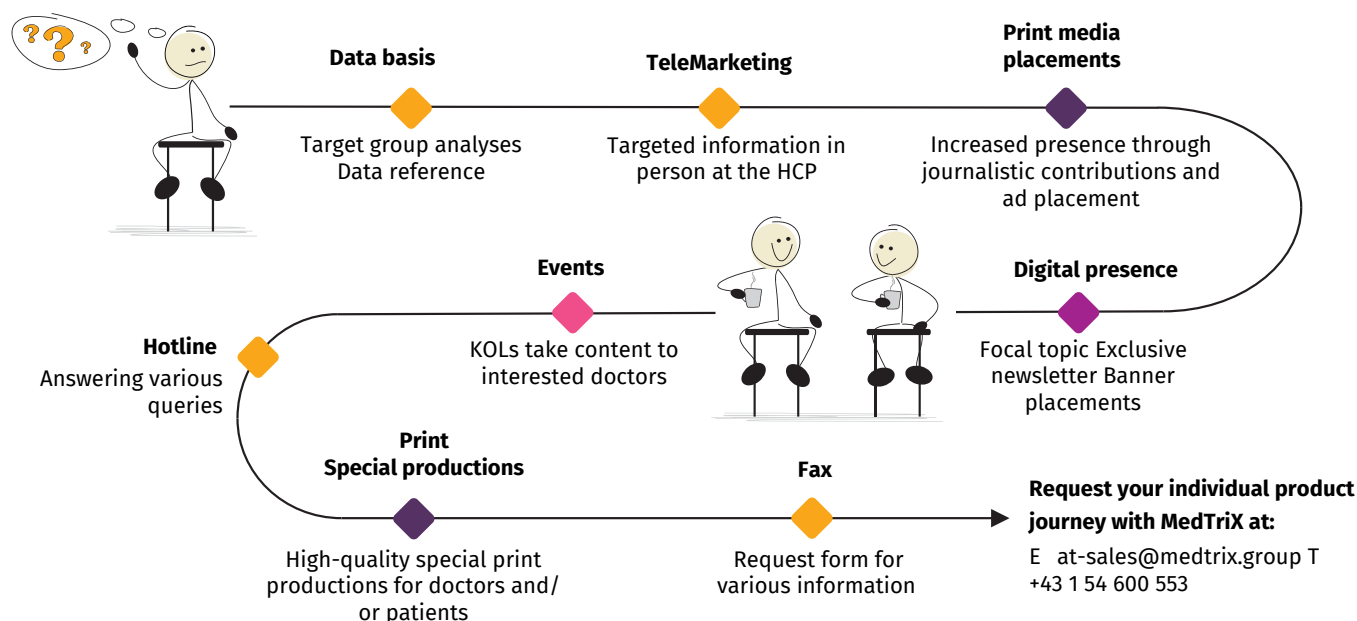
OUR SERVICES AT A GLANCE



OMNICHANNEL AWARENESS PACKAGE

DATA-BASED & ACCURATE TARGET GROUP APPROACH

- The perfect basis is the **affinity analysis**, which analyses all further training activities, specialisations and areas of interest of the Austrian medical landscape for an indication defined by you and which identifies interested doctors.
- Thanks to our **channel behaviour analysis**, the doctors' respective channel preferences can be analysed. This provides valuable insights so as to then develop the channel strategy and create the best possible customer experience across different channels.
- As a next step, the **telephone conversation** with your target group begins. Our experienced telemarketing team places your desired messages with the doctor or pharmacist. The personal approach via the telephone makes it possible to establish an individual relationship with your customers.
- At the same time, we establish an **editorial focal topic** on **medonline.at** that serves as the starting point for all further digital communication measures. This high-quality reporting is continuously updated and enables readers to access the information at any time and from any place.





TCmake_photo/Gettyimages

This multi-stage strategy enables us to achieve broad coverage of the Austrian medical landscape and to ensure that relevant information on the indication of cardiovascular diseases is distributed effectively and in a targeted manner.

STEP 1

AFFINITY ANALYSIS:

The affinity analysis is carried out in order to analyse all further training activities, specialisations and areas of interest of the Austrian medical landscape in the field of cardiovascular diseases. Doctors who have specialised in this field or are interested in it are identified. This enables targeted communication and expansion of the target group supported as well as better care for patients through awareness of the disease and generation of referrals for the relevant specialists.

STEP 2

CHANNEL BEHAVIOUR ANALYSIS:

Analysis of the channel preferences of doctors specialising in cardiovascular diseases provides valuable insights. This information is used to develop an effective channel strategy that enables the best possible customer experience via different communication channels such as email, telephone, fax or specialist magazines.

STEP 3

TELEPHONE CONVERSATIONS WITH THE TARGET GROUP:

The experienced telemarketing team conducts personal conversations with doctors and pharmacists who specialise in cardiovascular diseases. The desired messages, such as information on new treatment methods, are presented and a summary is sent by email or post with a link to the focal topic after the conversation. The personal approach promotes a closer connection with the doctors and pharmacists.

STEP 4

EDITORIAL FOCAL TOPIC AUF MEDONLINE.AT:

At the same time, we establish a special section on [medonline.at](https://www.medonline.at) dedicated exclusively to the topic of cardiovascular diseases. This section is regularly enriched with high-quality content and offers direct access to the latest research results, clinical studies and guidelines in the field of cardiovascular diseases. The focal topic thus offers an ideal environment for advertorials, banners, further education, expert interviews and much more.

PRINT

Medical Tribune

Ad & special advertising formats

CliniCum derma

CliniCum innere

CliniCum neuropsych

CliniCum onko

CliniCum pneumo

Ad formats

Special advertising

Special productions

Ärzt*In für Wien



MEDICAL TRIBUNE



Newsletter
Medical Tribune
siehe Seite 24

MEDICAL TRIBUNE



KEY INFO

Print run: 14,600

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	31 Jan 2024	12 Jan 2024	18 Jan 2024	Dermatology / diabetes / cardiology
3	14 Feb 2024	26 Jan 2024	1 Feb 2024	Pain / vaccinations / infectiology / rheumatology
4	28 Feb 2024	9 Feb 2024	15 Feb 2024	Gastroenterology / ENT / pneumology / rare diseases
5	13 Mar 2024	23 Feb 2024	29 Feb 2024	Cardiology / complementary medicine
6	27 Mar 2024	8 Mar 2024	14 Mar 2024	Allergies / diabetes / pain
7	10 Apr 2024	20 Mar 2024	26 Mar 2024	Dermatology / gastroenterology / neurology
8	24 Apr 2024	5 Apr 2024	11 Apr 2024	Vaccinations / infectiology / cardiology
9	8 May 2024	18 Apr 2024	24 Apr 2024	Nutrition / travel medicine / pain
10	22 May 2024	30 Apr 2024	7 May 2024	Allergies / dermatology / gastroenterology
11	5 Jun 2024	15 May 2024	22 May 2024	Diabetes / cardiology / psychiatry
12	19 Jun 2024	31 May 2024	6 Jun 2024	Vaccinations / infectiology / pain
13	3 Jul 2024	14 Jun 2024	20 Jun 2024	Gastroenterology / pneumology / ENT / rheumatology
14-15	5 Sep 2024	16 Aug 2024	22 Aug 2024	Diabetes / cardiology / travel medicine
16	18 Sep 2024	30 Aug 2024	5 Sep 2024	Dermatology / vaccinations / infectiology / pain
17	2 Oct 2024	13 Sep 2024	19 Sep 2024	Gastroenterology / ENT / complementary medicine / pneumology
18	16 Oct 2024	26 Sep 2024	2 Oct 2024	Diabetes / cardiology / rare diseases
19	30 Oct 2024	11 Oct 2024	17 Oct 2024	Nutrition / vaccinations / infectiology / rheumatology / pain
20	13 Nov 2024	24 Oct 2024	30 Oct 2024	Dermatology / gastroenterology / neurology
21	27 Nov 2024	8 Nov 2024	14 Nov 2024	ENT / cardiology / pneumology / psychiatry
22	11 Dec 2024	22 Nov 2024	28 Nov 2024	Diabetes / vaccinations / infectiology / rheumatology

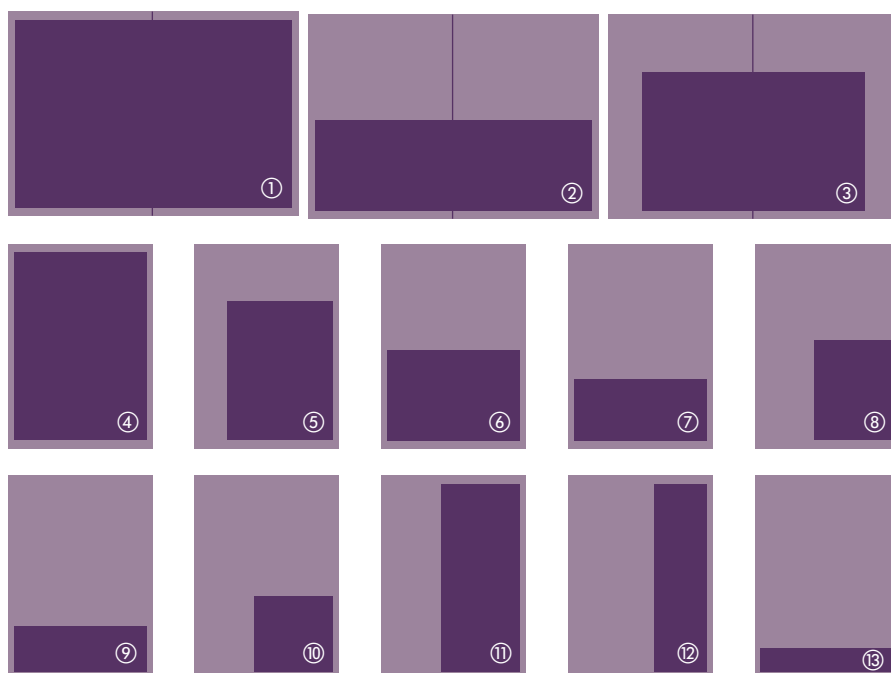
*Inter Medical Report deadline: 3 weeks before ad deadline per issue

**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	①	596 × 404	€ 9,750.–
2 × 1/2 page (landscape across binding)	②	596 × 194	€ 6,700.–
A4 panorama (across binding)	③	480 × 297	€ 6,100.–
1/1 page A3	④	286 × 404	€ 5,650.–
junior page	⑤	228 × 297	€ 4,850.–
1/2 page landscape A3	⑥	286 × 194	€ 4,400.–
1/3-page landscape A3	⑦	286 × 132	€ 3,750.–
1/3 page 1-column portrait		91 × 386	€ 3,750.–
A5 4-column landscape		210 × 148	€ 3,500.–
A5 3-column portrait	⑧	170 × 215	€ 3,500.–
1/4 page landscape	⑨	286 × 90	€ 3,050.–
1/4 page 3-column	⑩	170 × 163	€ 3,050.–
3/5 page 3-column portrait	⑪	170 × 404	€ 5,200.–
2/5 page 2-column portrait	⑫	112 × 404	€ 3,990.–
1/8 page footer	⑬	286 × 50	€ 2,100.–

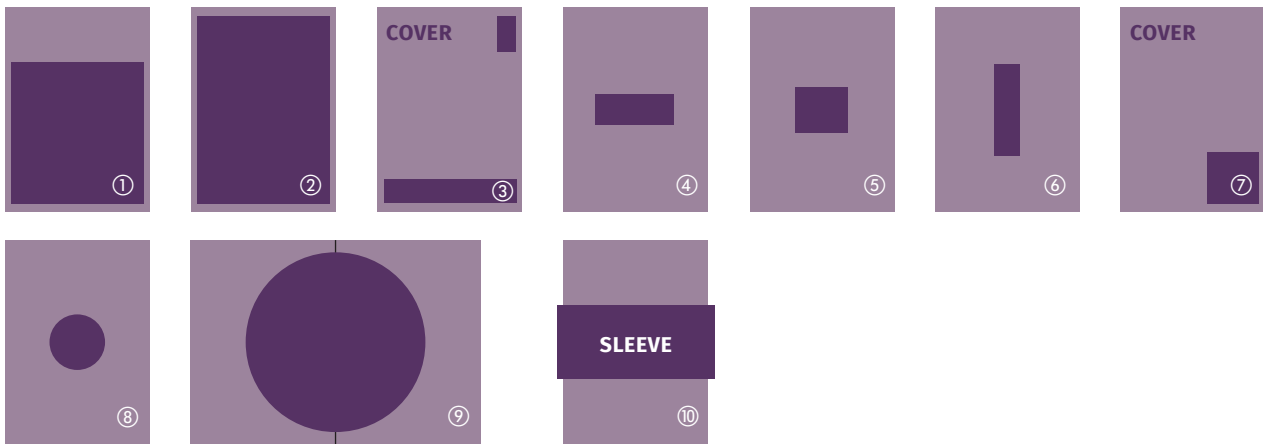
**REPEAT AD
BUNDLES**

**3+1
FREE**

**5+2
FREE**

SPECIAL & COVER AD FORMS

MEDICAL TRIBUNE



Format		Print space (mm)	Price
U1 (front cover, outside)	①	286 × 305	€ 7,050.–
Combi bundle U1 + U2 (front cover, outside + inside)			€ 12,100.–
U2, U3 or U4 (front cover inside, back cover inside, or back cover outside)	②	286 × 404	€ 5,990.–
Title spot top	③	40 × 77	€ 2,450.–
Title strip	③	286 × 50	€ 2,550.–
Island ad 3-column	④	170 × 65	€ 3,050.–
Island ad 2-column	⑤	112 × 97	€ 3,050.–
Island ad 1-column	⑥	54 × 198	€ 3,050.–
Cover square	⑦	110 × 110	€ 3,650.–
Circle ad	⑧	120	€ 3,500.–
Circle ad across binding	⑨	387	€ 5,700.–

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

€ 22,990.–

SLEEVE ⑩

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

- delivered ready-made € 650.– / 1,000 copies
- incl. print, with print data provided € 990.– / 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

€ 17,300.–

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: 5,400

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, dermatology-oncology and allergology specifically address questions relevant to the target group. Each issue covers guidelines and treatment recommendations from the medical specialist societies, as well as international literature and conference reviews as permanent features.

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 AND AREAS TOPICS

- Allergology
- Aesthetic dermatology
- Dermato-oncology
- Skin infections
- Infectious skin conditions: Herpes, scabies, Parasites etc.
- Paediatric dermatology
- Phlebology
- Pigment disorders
- Fungal infections
- Psoriasis & psoriatic arthritis
- Urticaria
- Wound management, etc.
- Inflammatory skin conditions: Atopic dermatitis, acne, rosacea etc.



Newsletter
CliniCum derma
see page 24



Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / February	21 Feb 2024	29 Jan 2024	5 Feb 2024	ÖGDV / Wound Treatment Congress / Vienna Dermatology Day
2 / April	18 Apr 2024	22 Mar 2024	2 April 2024	EADO / AAD / Venereology
3 / June	13 Jun 2024	17 May 2024	27 May 2024	OEADF / DDG / ESPD / Allergies
4 / September	18 Sep 2024	26 Aug 2024	2 Sep 2024	ASCO / EULAR / DDG
5 / October	30 Oct 2024	7 Oct 2024	14 Oct 2024	EADV / ÖGDKA/ Children's Skin Day
6 / December	18 Dec 2024	25 Nov 2024	2 Dec 2024	ÖGDV / Phlebology/ Inflam. skin conditions / Allergies

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

Subject to change without notice

CLINICUM INNERE



KEY INFO

Print run: 10,100

Frequency: 6 times a year

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

EDITORIAL POLICY

This 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, practice-oriented presentation, 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
- Specialist doctors 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 AND AREAS TOPICS

- Angiology
- Endocrinology & metabolism
- Gastroenterology & Hepatology
- Infectiology
- Intensive care medicine
- Cardiology
- Oncology
- Radiology
- Rheumatology
- Urology



Newsletter
CliniCum innere
see page 24

CliniCum
innere

Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / March	20 Mar 2024	26 Feb 2024	4 Mar 2024	ÖGR / ÖDG
2 / May	15 May 2024	18 Apr 2024	25 Apr 2024	WIT/ ECCO / ATTD / ESR-ECR
3 / June	26 Jun 2024	3 Jun 2024	10 Jun 2024	OeGHO & AHOP / ÖGIT / ÖGES / ECCMID / DGIM / EAU / ÖDG
4 / September	25 Sep 2024	2 Sep 2024	9 Sep 2024	EULAR / ÖSG / EASL / ÖKG / Graz Coagulation Days
5 / November	13 Nov 2024	18 Oct 2024	25 Oct 2024	EASD / ÖGIM / ESC
6 / December	12 Dec 2024	19 Nov 2024	26 Nov 2024	ÖGIM / ICS / 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

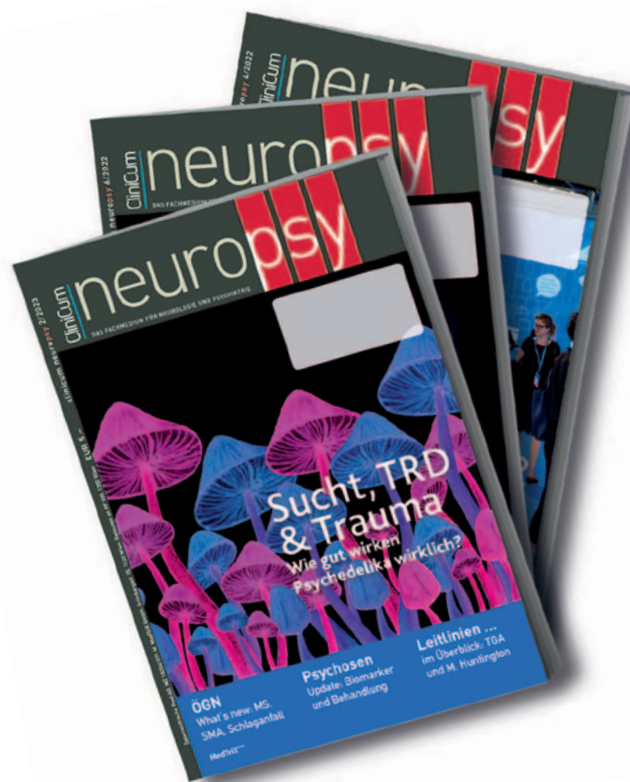
Magazine format: DIN A4 / 210 mm wide × 297 mm high

EDITORIAL POLICY

This 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 fields and also to 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 AND AREAS TOPICS

- Anxiety disorders/GAD
- Alzheimer's dementia
- Autoimmune diseases
- Bipolar disorders
- (Treatment-resistant) depression
- Epilepsy
- Headache, migraine
- Parkinson's disease
- Multiple sclerosis
- Neuralgias
- Neurorehabilitation
- Phytopharmaceuticals
- Polyneuropathies
- Addictive disorders
- Schizophrenia.
- Sleep disorders
- Stroke / brain haemorrhages
- Pain



Newsletter
CliniCum neuropsychy
see page 24



Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / March	7 Mar 2024	13 Feb 2024	20 Feb 2024	ÖGPB / EHF / DGN / DGPPN / NeuroIntensivMedizin
2 / April	24 Apr 2024	28 Mar 2024	8 Apr 2024	ÖGN I / EPA I / ANIM / AD/PD International Conference
3 / June	19 Jun 2024	24 May 2024	3 Jun 2024	ÖGPP / ÖSG / ÖGN II / EPA II / AAN / WFNR
4 / September	11 Sep 2024	19 Aug 2024	26 Aug 2024	EAN
5 / October	23 Oct 2024	27 Sep 2024	7 Oct 2024	ECTRIMS I
6 / December	4 Dec 2024	11 Nov 2024	18 Nov 2024	ECTRIMS II / ECNP / DGN / ÖGPB / DGPPN

*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

This specialist publication keeps doctors up to speed with current topics in oncology. Certified further trainings as part of the DFP further training programme of the Austrian Medical Association provide 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, haemato-oncology, surgery, gynaecology, radiology, dermatology, ENT, pneumology, neurology, urology, pathology, paediatrics and adolescent medicine, radio therapy / radiooncology, nuclear medicine
- Doctors with an affinity for oncology from the following specialisations: General medicine, internal medicine, gynaecology, surgery, orthopaedics, radiology



FOCUS AND AREAS TOPICS

- Paediatric oncology
- Dermato-oncology
- Gastrointestinal tumours
- Gynaecological tumours
- Haematology & haematological tumours
- Brain tumours
- Lung cancer
- Neuroendocrine tumours
- Paediatric oncology
- Precision oncology / tumour profiling
- Rare Cancers
- Radiotherapy
- Tumours of the urogenital system



Newsletter
Clinicum onko
see page 24

Issue Month	Publication date	Ad deadline*	Print material deadline	Planned conference coverage
1 / February	14 Feb 2024	22 Jan 2024	29 Jan 2024	SABCS / ASH / ASCO GI / ASCO GU / ESMO Immuno-Oncology
2 / April	3 Apr 2024	7 Mar 2024	14 Mar 2024	ELCC / European CAR T-Cell Meeting / ESMO / ENETS
3 / May	10 May 2024	15 Apr 2024	22 April 2024	OeGHO / EADO / EAU / AACR
4 / July	3 Jul 2024	10 Jun 2024	17 Jun 2024	ESMO Breast Cancer / ASCO / EHA / EASL
5 / October	9 Oct 2024	13 Sep 2024	20 Sep 2024	WCLC / ESMO / ESMO Gyn / ESMO GI
6 / November	27 Nov 2024	4 Nov 2024	11 Nov 2024	EMSOS / OeGHO-DGHO / EADV

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

Subject to change without notice



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

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

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 AND AREAS

- Allergies
- Asthma
- COPD
- Lung infections
- Pulmonary fibrosis
- Pulmonary hypertension
- Pulmonary embolisms
- Invasive pulmonary mycoses
- Radiology

DFP TOPICS

- Sarcoidosis
- Sleep apnoea
- Tumour diseases

&

Newsletter
CliniCum pneumo
see page 24

Issue Month	Publication date	Ad deadline*	Print material deadline	Planned c onference coverage
1 / February	28 Feb 2024	5 Feb 2024	12 Feb 2024	ÖGP / Vaccination Day / PNEUMO aktuell
2 / May	2 May 2024	8 Apr 2024	15 Apr 2024	ELCC / OeGHO / DGP / WIT
3 / June	27 Jun 2024	4 Jun 2024	11 Jun 2024	ASCO / ECCMID / DGP / Infection Congress
4 / October	2 Oct 2024	9 Sep 2024	16 Sep 2024	ERS / EAACI / ECR / ICLC
5 / November	6 Nov 2024	11 Oct 2024	18 Oct 2024	ERS / IASLC / ÖGIM / ESMO
6 / December	10 Dec 2024	15 Nov 2024	22 Nov 2024	ÖGP / Graz Allergy Day

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

Subject to change without notice

AD FORMATS

CLINICUM SERIES



Format		Bled off*	Price
2/1 page		420 × 297	€ 8,500.–
1/1 page	①	210 × 297	€ 4,850.–
A5 portrait (junior page)	②	148 × 210	€ 4,290.–
1/2 page	portrait ③	102 × 297	€ 3,990.–
	landscape ④	210 × 144	€ 3,990.–
1/3 page	portrait ⑤	70 × 297	€ 3,390.–
	⑥	210 × 105	€ 3,390.–
1/4 page	portrait 2-column ⑦	102 × 148	€ 2,650.–
	portrait 1-column ⑧	52 × 297	€ 2,650.–
	landscape ⑨	210 × 74	€ 2,650.–

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 ⑩

100 mm€ 3,050.–

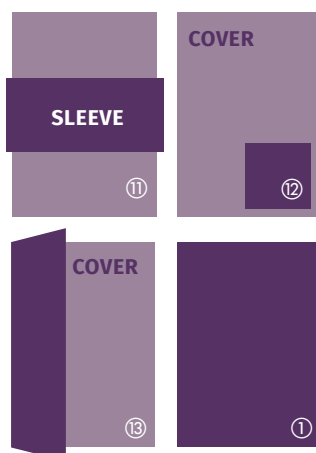
REPEAT AD BUNDLE



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.

SPECIAL AD FORMS



CLINICUM SERIES

SLEEVE ⑪

Printable on two sides with bleed € 550.- / 1,000 copies
Sleeve format: 450 × 110 mm (+3 mm bleed)

COVER-CORNER ⑫

100 × 100 mm € 3,650.-

MINI COVER FLAP* ⑬

Printable on two sides with bleed € 3,890.-
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* ⑬ + U4 ①

Printable on four sides with bleed
+ Ad on U4 ① € 8,050.-
outside/front: 80 × 297 mm
(80 × 52 mm subtracted at the top for the publication's logo)
outside/back: 105 × 297 mm
inside/front: 80 × 297 mm
inside/back: 105 × 297 mm



TIP-ON-KARTEN

(delivered ready-made, production costs on request)

- Cover placement (A6) ⑬ € 630.- / 1,000 copies
Placement surcharge + € 1,000.-
- dot-glued in the issue ⑭ € 630.- / 1,000 copies
(only in combination with paid page in the issue)
- Product/dosage card ⑮ € 930.- / 1,000 copies
1/1 page text/advertorial + € 4,950.-
(incl. production costs, 1/1 page in the issue plus card dot-glued)

BOOK MARKS ⑮

(delivered ready-made, production costs on request)

- enclosed in issue (80 × 307 mm) . . . € 630.- / 1,000 copies
- dot-glued in the issue (80 × 307 mm) . . € 690.- / 1,000 copies
(only in combination with paid page in the issue)

IN ALL PRINT TITLES

INSERTS IN THE ISSUE

(delivered ready-made, production costs on request)

- up to 20 g € 590.- / 1,000 copies
- up to 40 g € 630.- / 1,000 copies
- up to 60 g € 790.- / 1,000 copies
- Partial inserts plus 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 ClinCum magazines
- Online use (online version of ArzneimittelPROFIL on our information and service portal medonline.at; 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

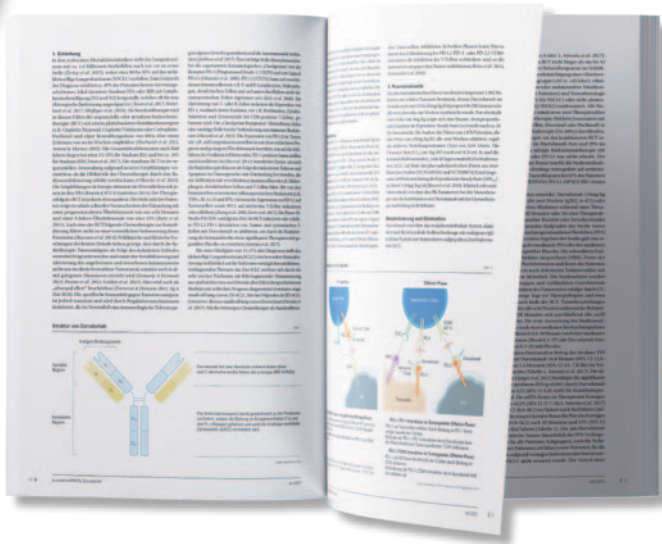
CONTENTS

- Developments to date 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 / special populations / AM interactions), therapeutic efficacy (in the respective indications / specific populations / in comparative studies), tolerability, dosage and form of administration, current assessment (possibly plus ongoing studies, comparison with other substances for the same indication, recommendations by 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) €2,890.– (excl. licence costs for any additional studies required)
 - Additional authors possible for an additional charge
 - Additional illustrations possible, € 890.– each
 - Update of an existing medicinal product profile: on request

from € 28,200.–



All prices excl. statutory taxes

DFP LITERATURSTUDIUM



SPONSORING LITERATURSTUDIUM

(Price incl. base fees)

DFP Literatur 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 ClinCum specialist publication,
added to medonline and meindfp.at for a period of 18 months.
Announcement in the ClinCum specialist newsletter and DFP
newsletter.

8 pages, 1,000 copies € 22,350.–

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 € 16,450.–

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 right place to search for expertise!



CliniCum

MEDICAL
TRIBUNE

ÄRZT*IN FÜR WIEN

medonline.at

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.



medtrix.group/oesterreich



medonline.at

MedTriX Group
we care for media solutions

ÄRZT*IN FÜR WIEN

Magazine of the Vienna Medical Association (Wiener Ärztekammer)

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%



Issue Month	Publication date	Ad deadline	Print material deadline
1 / January	12 Jan 2024	12 Dec 2023	14 Dec 2023
2 / February	8 Feb 2024	23 Jan 2024	29 Jan 2024
3 / March	7 Mar 2024	27 Feb 2024	4 Mar 2024
4 / April	4 Apr 2024	19 Mar 2024	25 Mar 2024
5 / May	10 May 2024	23 Apr 2024	29 Apr 2024
6 / June	11 Jun 2024	21 May 2024	27 May 2024
7-8 / July	5 Jul 2024	18 Jun 2024	24 Jun 2024
9 / September	5 Sep 2024	20 Aug 2024	26 Aug 2024
10 / October	10 Oct 2024	17 Sep 2024	23 Sep 2024
11 / November	7 Nov 2024	22 Oct 2024	28 Oct 2024
12 / December	5 Dec 2024	19 Nov 2024	25 Nov 2024

AD FORMATS

Format	Bled off*	Print space (mm)	Price
2/1 page	420 × 297		€ 8,085.–
1/1 page	210 × 297		€ 5,445.–
2/3 page	portrait 136 × 297		€ 4,620.–
	landscape 210 × 185		
1/2 page	portrait 102 × 297	90 × 254	€ 4,125.–
	landscape 210 × 144	191 × 124	
1/3 page	portrait 70 × 297	61 × 254	€ 3,575.–
	landscape 210 × 105	191 × 81	
1/4 page	corner 90 × 124		€ 2,860.–
	landscape 210 × 74	191 × 59	
1/6 page	corner 90 × 81		€ 2,145.–
	landscape 210 × 40		
1/8 page	corner 90 × 59		€ 1,320.–
	landscape 210 × 30		
Job advertisement	1/1 page	191 × 254	€ 4,235.–
	1/2 page portrait	90 × 254	€ 3,245.–
	1/2 page landscape	191 × 124	
	1/3 page portrait	90 × 188	
	1/3 page landscape	191 × 81	€ 2,750.–
	1/4 page portrait	90 × 124	
Text advertisement	1/4 page landscape	191 × 59	€ 2,255.–
	1/8 page max. 530 characters incl. spaces	90 × 59	€ 660.–
	1/4 page max. 1,200 characters incl. spaces	90 × 124	€ 1,210.–

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

All prices excl. statutory taxes

Subject to change without notice

DIGITAL

medonline.at

Newsletter

Special newsletter

Mailing

Clinical Alert

Focal topic

Congress News

Digital DFP Training Courses

E-Learning

Literaturstudium Patient

Cases

Knowledge Quiz

Webinar



MEDONLINE.AT

634,629
PAGE IMPRESSIONS

12,000
SPECIALIST ARTICLES

543,692
VISITS

138
**FOCAL TOPICS
AND CONGRESS
COVERAGE**

337,327
UNIQUE USER

(Period from 1 Jan 2022 – 31 Dec 2022)

medonline.at is a platform specialising in medical information and news. It is aimed at doctors, pharmacists and interested medical professionals. The platform offers a wide range of content, including articles on various medical topics, current research results, information on diseases and their treatment, and practical medical resources such as guidelines and recommendations.

In the congress news you will find the highlights of the most important national and international congresses summarised in articles and videos. Focal topics on different indications and (specialist) fields offer the possibility to present information in a focused format. In addition, the platform offers further education opportunities in the form of DFP further training and patient cases.



Display Ad - Website

Banners allow you to communicate your message easily and flexibly.

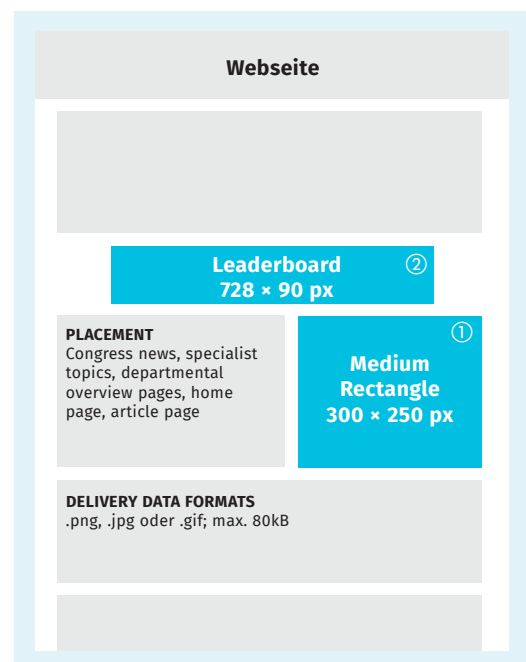
medonline

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

Awareness: Perfect presence for your promotional material in the right context

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

Optional second link for specialised information



All prices excl. statutory taxes

NEWSLETTER

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

OPEN RATE
Ø 28%

➤ Ideal presence for your promotional material in the right topical context

➤ Direct communication to the intended target group



WEEKLY

medonline

Registered users of medonline, doctors from all medical specialties, currently 5,749 HCPs

EVERY TWO WEEKS

DFP

Registered users of medonline, doctors from all medical specialties, currently 8,184 HCPs

Medical Tribune

GPs from all medical specialties, currently 5,603 HCPs

Pharmaceutical Tribune

Pharmacists and interested doctors, currently 1,776 HCPs

CliniCum onko

Oncologists as well as GPs with an interest in oncology, currently 4,795 HCPs.

MONTHLY

CliniCum derma

Doctors specialising in skin and venereal diseases as well as GPs with an interest in dermatology and venereal diseases, currently 2,606 HCPs.

CliniCum innere

Doctors specialising in internal medicine as well as GPs with an interest in internal medicine, currently 3,805 HCPs

CliniCum neuropsych

Neurologists/psychiatrists as well as GPs with an interest in neurology and psychiatry, currently 4,065 HCPs.

CliniCum pneumo

Pneumologists as well as GPs with an interest in pneumology, currently 3,150 HCPs.

DISPLAY AD - NEWSLETTER

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

Ideal presence for your promotional material
in the right topical context

Format	Price
Premiumbanner	
Medium Rectangle	€ 2,070.-
Premiumbanner + Medium Rectangle	per banner/distribution

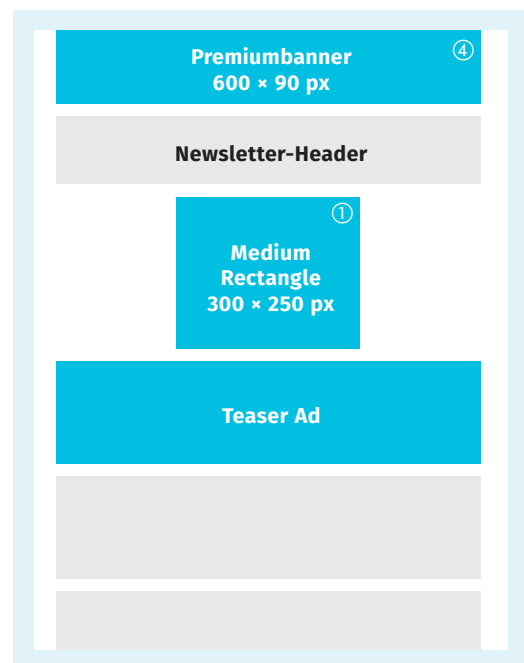
TEASER AD

Featured content in the editorial newsletter as well as the placement of long text on medonline including creation of the editorial contents (max. 5,000 characters)

Format	1 month
Teaser Ad with link to long text	€ 3,150.-
Teaser Ad with link to external page	€ 2,150.-

Ideal presence for your content in the right
topical context of the newsletter

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



ADVERTORIAL

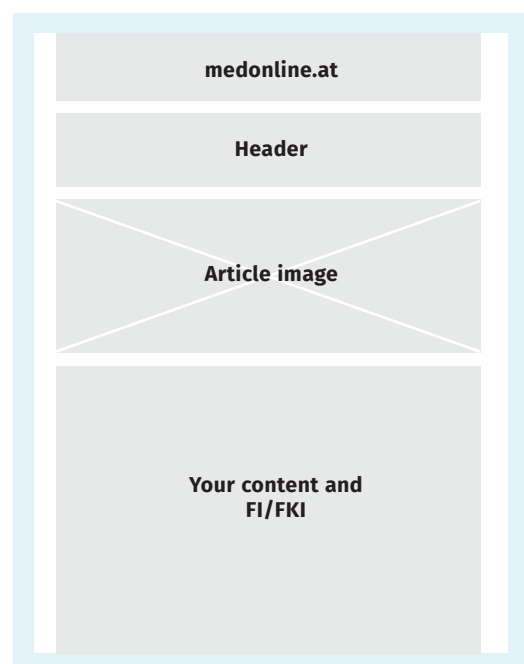
The advertorial offers you the opportunity to present your content under the medonline brand. The advertorial is embedded as an article on medonline. You supply your individual content. We take care of the coding, design, and maintenance of the articles. Tracking and final reporting are included.

Period: at least one month

Teaser image: provided by MedTriX

Text: max. 60 characters (incl. spaces) for the title, up to max. 220 characters for the teaser text, and 5,000 characters copy. In the case of online adoption of special productions from print, the special production with the same text will be published regardless of the characters.

€ 1,000.-



All prices excl. statutory taxes

NEWSLETTER EXCLUSIVE

SPECIAL NEWSLETTER

A medonline newsletter tailored to your needs with an editorial setting. You specify the desired indication or specialist area, including target group selection.

You benefit from the high profile & reach of medonline.

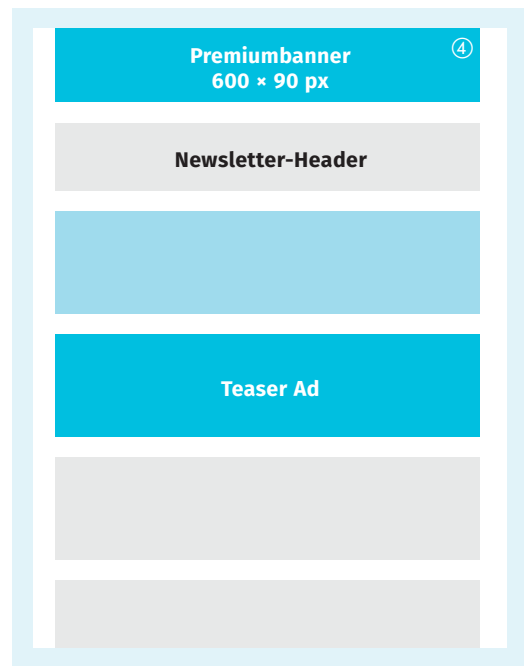
INCLUDED SERVICES

- Set-up and layout creation in the look & feel of medonline newsletters
- Editorial preparation
- Integration of up to two advertising media (display ad)
- Upon request: placement of a teaser ad in the special newsletter and on medonline; duration: 1 month
- Selection of target groups with up to three specialist groups of your choice from the MedTriX database plus distribution

REPORTING

2 weeks after the newsletter has been sent

€ 8,250.–



Accurate marketing with an editorial setting
Direct communication to the intended target group

CLINICAL ALERT

Exclusive standalone newsletter 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
- Creation of the microsite: Responsive
- Microsite with the three most important key facts including logo placement
- Integration 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 MedTriX database
- Sending Clinical Alert to your defined target group
- Resending to recipients who didn't open the first email approx. 14 days later
- Report (open rate, click rate, etc.)

Price on request

Accurate marketing with your own microsite (sent twice)

Preparation of your key messages by our specialist editorial team

All prices excl. statutory taxes

Accurate marketing with total creative freedom
Direct communication to the intended target group

MAILING

The standalone mailing contains only the content you want in the design you want.

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 text/images/tables/videos provided
- Selection of target groups with up to three specialist groups of your choice from the MedTriX database plus distribution

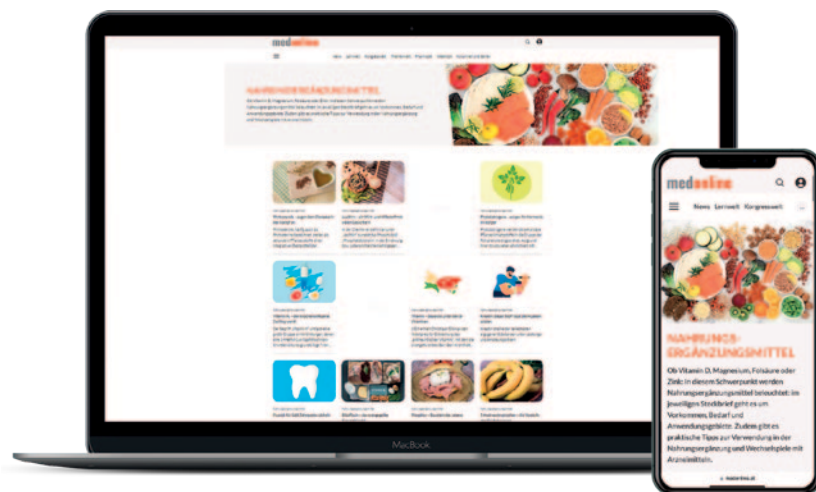
NOTE

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.

€ 6,750.–



FOCAL TOPIC



The focal topic offers you the opportunity to present your content under the brand and look and feel of medonline. You supply your individual promotional content, medonline takes care of the programming, design and maintenance. Tracking and reporting are included. 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 on the desired topic
- Editorial concept
- Integration of suitable e-learning and product training courses and/or announcement of events
- Integration of the customer logo
- Integration of a provided banner and of one advertorial
- A special newsletter to a defined target group with integration of the company logo, editorial articles, Advertorial Teaser and Premium Banner

ADVERTISING OPTIONAL

- Mailing
- Exclusive mailing
- other special newsletters

REPORTING

a detailed report is provided at the end of the period

PERIOD

from 2 months

€ 7,850.– per month

High-quality, editorial environment

Extensive sponsorship and advertising opportunities within a reputable

Environment Accurate marketing to your target group

Direct communication to the intended target group

Sustainability: Placement over a long period of time

CONGRESS- NEWS



Our specialist publisher enables readers to keep up to date with the latest medical developments. Our editors attend medical congresses, conduct interviews and produce comprehensive reporting that is accessible on medonline. Here, readers can find not only the congress coverage, but also further information such as summaries, presentations and other relevant resources. This platform facilitates an effective knowledge transfer and promotes professional exchange within the medical community. This gives physicians and other HCPs the opportunity to participate in high-profile events, even if they cannot be there in person due to time or geographical constraints.

INCLUDED SERVICES

- Landing page with extensive congress reporting
- Editorial concept and creation of content by our specialist editorial team
- Integration of expert opinions (optional)
- Integration of suitable e-learning and product training courses
- A special newsletter to a defined target group with integration of the company logo, editorial articles, advertorial and banner
- Continuous marketing throughout the duration with various specialist newsletters from MedTriX

ADVERTISING OPTIONAL

- Mailing
- Exclusive mailing
- other special newsletters

REPORTING

a detailed report is provided at the end of the period

PERIOD

2 months, extension possible on request

€ 9,050.– per month

DIGITAL DFP TRAINING COURSES



DFP E-LEARNING

E-learning on medonline serves to support continuing medical education. Advances in the respective subject area or indication are communicated and consolidated in the relevant target group. In addition, the latest scientific developments, findings and expertise are strengthened in this group. Depending on the topic, it contains videos, texts or even interactive elements to provide a comprehensive learning experience. The doctors also have to answer questions to check their understanding and knowledge and earn DFP points.

As a pharmaceutical company, you have the opportunity to financially support the creation of e-learning courses and thus make a valuable contribution to the continuing education of doctors. At the same time, by sponsoring independent medical e-learning courses, you can strengthen your image as a responsible promoter of knowledge and gain recognition for certain indications.

We would like to emphasise that, due to the DFP-approved learning format, you will not have any influence on the content or design of the e-learning. We will ensure that the content remains independent and unbiased and so guarantee that the training meets the highest quality standards.

INCLUDED SERVICES

- Didactic preparation and digital implementation of educational content as an interactive module (image & text)
- Creation of a landing page
- Integration of static infographics
- Integration of the sponsor logo 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
- Placement on medonline and meindfp.at for a period of 18 months

ADVERTISING

- DFP newsletter from medonline
- Mailing 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 a QR code for the sales team

REPORTING

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

€ 20,490.-

Generating awareness

Informing doctors about diagnostic options and forms of therapy

Focused address for specific target groups

All prices excl. statutory taxes



DFP LITERATURSTUDIUM

Expert-accompanied DFP training course which appears online and is also enclosed with a printed magazine as a DFP special issue. Literaturstudium [literature study] differs from e-learning in that the content is prepared and presented differently.

INCLUDED SERVICES

- Content creation by one or several experts
- Didactic preparation as well as digital implementation of the study text plus creation of a special issue
- Review of the literature study by an independent lecture board
- Approval of the literature study from the Austrian Academy of Doctors
- Creation of a landing page including integration of the sponsor logo
- Placement on medonline.at and meindfp.at for a period of 18 months

ADVERTISING

- DFP newsletter from medonline.at
- An exclusive newsletter to a defined target group with integration of the company logo
- Teaser box on the DFP overview page
- Enclosure of the special issue and 1/3 page ad in a print medium of your choice

REPORTING

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

€ 40,160.–

Further training opportunity for doctors
Addressing specific target groups
Generating awareness

DIGITAL LEARNING TOOLS



PATIENT CASES (CASE REPORT QUIZ)

Put your product in the spotlight in a playful and entertaining manner with this further 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 developing the concept
- Creating patient cases by a specialist editor
- Didactic preparation
- Programming the quiz and creating a landing page on medonline
- Aggregated analysis
- Placement on medonline for 12 months

ADVERTISING

- Prominent placement on medonline
- Mailing 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

€ 9,550.- per patient case

Target group-oriented
Innovative and modern
High learning factor in a short time
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 editorial development of the content concept
- Creating the questions by a specialist editor
- Programming the quiz and creating a landing page on medonline
- Aggregated analysis
- Placement on medonline for 12 months

ADVERTISING

- Prominent placement on medonline
- Mailing 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 learning factor in a short time
Target group-oriented



Mykyta Dolmatov/gettyimages

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

- Technical preparation & production of the live broadcast
- Live broadcast max. 90 minutes
- Licence for the webinar platform
- Registration management
- Creation of a registration page on medonline
- Automatic registration confirmation incl. Outlook entry function
- Reminder email for registered participants approx. 2 days prior to the webinar
- Test run with speakers & discussion partners
- Webinar recording for further use
- Editorial support
- User management (viewer registration)
- Studio filming including equipment and staff

OPTIONAL

- Expert handling
- Technical support on site
- External presenter
- Advertising package: Invitation management
- Video editing & placement on medonline

DAUER

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

TRAINING COURSES & EVENTS

Advisory Board Meeting
Expert panel
Consensus meeting
Roundtable





artbesouro/iStock

We design & 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 will be 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

- Organisation 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 / basic catering (special catering on request)

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

- 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 a special print (expertise) and insert in one of our print publications
(incl. 500 copies for free distribution)

on request

*Presentation (medical specialist presentation)

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

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

- Organisation 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 / basic catering (special catering on request)

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

- 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.

INCLUDED SERVICES

- Organisation 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 medonline and on social media
- Logo in info box or logo bar
- Project management (approval work, image selection, corrections, layout, production, etc.)

**Single sponsoring
or multi-sponsoring:
on request**

*Presentation (medical specialist presentation)

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

DATA & DIALOGUE

Distribution Products

Dear Doctor Letter

Mailing

Sending faxes

Master data
database

Data & Consulting

Dynamic Targeting

Key Opinion Leader Analysis

Affinity Analysis

Network Analysis

Channel Behaviour

TeleServices

TeleMarketing

TeleSales

Hotline

Market Research

Take a look at the data
workshop and our
telephony service center
in our image videos at
www.schuetz.cc



DISTRIBUTION PRODUCTS

Joint Dear Doctor Letter



Dear Doctor letters (known as “red hand letters”) are handled reliably and as needed in direct coordination with AGES in a resource-saving way in combination as email and postal dispatch.

YOUR BENEFITS

- Reliable process specifically for Dear Doctor Letters
- Advice and translation of guidelines for selecting target doctors
- Standardised reporting on mailing and returns
- **Can also be booked as a pure mailing**

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

Price on request

MAILING

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

YOUR BENEFITS

- Quick and easy handling
- From start to finish: production, contact list, mailing
- Personalised distribution possible
- Layout – preparing graphics (add-on)

We recommend that in the case of doctors working in hospitals, you 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 to 500 HCPs in Austria
Postage rates will be calculated 1:1 at actual cost

from € 1,500.–

SENDING FAXES

Fax continues to be a popular method for sending concise information.

YOUR BENEFITS

- Quick and easy handling
- High-performance infrastructure
- High coverage of fax numbers
- 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 (add-on)

PROJECT EXAMPLE

Sending faxes to 1,000 pharmacists in Austria incl. selection of target groups

from € 1,750.–

DATA AT THE HIGHEST LEVEL

Exclusive validation sources make us the data experts in health care



82%

MedTriX internal

- In-house multilingual clearing team
- Telephone validation of all clearing
- Requests
- Proactive verification and updating of data sets
- Short response time max. 24 hours
- Knowledge of the real situation

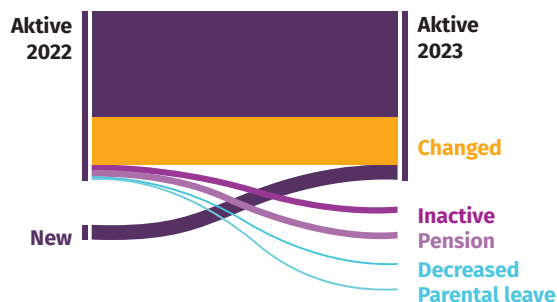
18%

Inputs from the field

OUR DATA CHANGES DAILY

We have more than 25 years of experience in working with data. A clearing team ensures proactive verification as well as daily updating of data sets. This results in 55,000 productive changes per year or an average of 275 changes per day.

In total, our database accesses more than **104,000 active persons in the health sector.**



Take advantage of our broad portfolio and other benefits:

COMPATIBLE

Alignment with your CRM and software solutions; without internal process changes in the operative business area; optimal basis for your data; recorded information of your clientele is matched and supplemented

FLEXIBLE

Adapted contract form and validity period Automatic data exchange and individually agreeable update frequency

FULL SERVICE

Data delivery also possible in combination with CRM system

DATA OVERVIEW AUSTRIA

> 64,000 HEALTH CARE PROFESSIONALS

185 hospitals
25,354 doctor's practices

1,451 public pharmacies
46 hospital pharmacies
90 drug depositories
640 mobile pharmacies

DATA OVERVIEW SWITZERLAND

> 40,000 HEALTH CARE PROFESSIONALS

387 hospitals
24,390 practices/clinics
1,691 public pharmacies
198 hospital pharmacies
532 drugstores

MASTER DATA

Start with the best database for your activities

Take advantage of our vast portfolio, high-quality standards and our expertise in healthcare.

YOUR BENEFITS

- Real areas of activity in your target group
- Return rate 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 available 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, additional specialties	Phone number
Geographic coordinates	Website

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, specialisations	Phone number
Geographic coordinates	Website



ONE-OFF DATA USE PRICES FOR AT AND CH

Package A € 0.38/HCP*
 Package B € 0.59/HCP*
 *plus set-up (one-off)..... € 580,-

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 € 0.10/HCP

All prices excl. statutory taxes



TARGET GROUP SEGMENTATION/CONSULTING

DYNAMIC TARGETING

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

In four steps, dynamic targeting offers a comprehensive, data-based and objective view of an indication across the Austrian and Swiss HCP landscape:

1. Evaluation of practice and/or hospital:

Evaluation of practice environment (>170 parameters available), practice services, number of cases, relevant departments and medical specialists, specialisations, size of institution, scientific activities, and much more.

2. Affinity Analysis:

Affinity/interest of the HCP on the respective indication

3. KOL Analysis:

Analysis of opinion leaders on the respective indication

4. (optional) In-house/customer data:

Sales figures, field work insights, market research data and much more

OPTIONAL ADD-ONS

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

YOUR BENEFITS

- Unique combination of KOL and affinity analysis with individually definable environment, practice and hospital parameters
- Objective and very comprehensive analysis of the target group
- Analysis directly tailored to your needs
- Identification of new potentials independent of previous sales figures and key opinion leaders
- High granularity and target accuracy in HCP selection
- Transparent results
- Processing of results and derivation of recommendations for action by an experienced team
- Can be combined flexibly with other products such as market research

Dynamic targeting is carried out for an indication and for up to three selected professional groups. All doctors in the relevant target group, including categorisation and detailed information, are transmitted.

PROJECT PROCESS

- Assigning the project for the indication – practice/hospital
- Preparing parameters for launch (MedTriX)
- Joint 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 specialist areas in Austria or Switzerland

from € 30,900.–





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 specialist groups or areas of activity (this can, of course, be refined according to client wishes)
- Detailed information on each activity identified as being relevant

We will provide you with a multidisciplinary analysis of all experts active 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
- Delivery: PowerPoint presentation with summary of the results and a data file with all relevant doctors according to package B with relevance and activities

PROJECT EXAMPLE

KOL/expert analysis for an indication in Austria or Switzerland

€ 9,500.-



AFFINITY ANALYSIS

**A detailed view of doctors interested in
an indication**



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

YOUR BENEFITS

- Unique information on the professional interest in the respective indication
- Find your ideal target group for market penetration, events, mailing lists, further training
- The analysis is not associated with specialist 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 with other interested specialist groups

PROJECT PROCESS

- Joint kick-off session for coordinating targets/defining keywords
- 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

€ 6,600.-

DOCTOR PROFILE WITH CURRENT AND UNIQUE DATA



Master data (example)

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

MASTER DATA

Personal data					
Main specialty-1	Internal medicine	Area of activity	Hospital and practice	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
Additional specialty-2	Endocrinology	Diploma-3	Geriatrics	Professional association	ÖGN

OPERATIONS SITES

Practice		Hospital		Miscellaneous	
Workplace	Dr Example practice	Workplace	Klinik Hietzing hospital	Workplace	Rheuma-Ambulatorium Wien-Oberlaa
Type of workplace	Group practice	Department	3rd Medical department	Type of workplace	Specialist outpatient clinic
Street	Doctor Street 142	Street	Wolkersbergenstrasse 1	Street	Kurbadstrasse 14
Postcode	1140	Postcode	1130	Postcode	1100
Town/city	Vienna	Town/city	Vienna	Town/city	Vienna
Federal state	Vienna	Federal state	Vienna	Federal state	Vienna
Mobile pharmacy	No	Job role	Department head	Job role	Doctor
Patients/week	over 500	Geographic coordinate Y	16.270122	Geographic coordinate Y	16.400324
Opening hours	Mon–Fri 8 a.m. – 4 p.m.	Geographic coordinate X	48.160213	Geographic coordinate X	48.140233
Community size	>50,000 residents	Specialty	Endocrinology, nephrology	Specialty	Rheumatology
Phone number	+43 61 123 45 67	Phone number	+43 61 123 45 69	Phone number	+43 61 987 65 43
Fax number	+43 61 123 45 68	Fax number	+43 61 123 45 60	Fax number	+43 61 987 65 40

DEMOGRAPHIC DETAIL DATA

We control over 170 parameters for your individual area of observation

Neighbourhood data	
Nephrologists present in the relevant area	Yes
Number of 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 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)
...	...

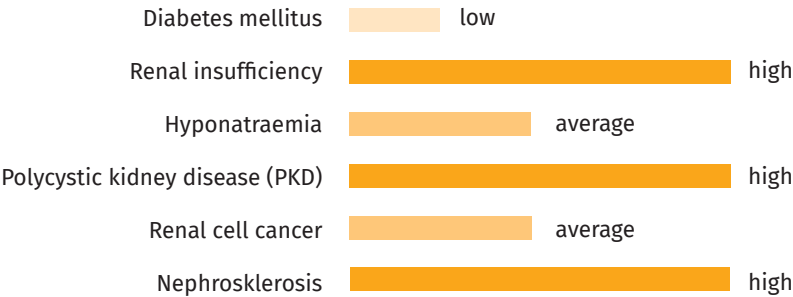
Affinity/experts (example)

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



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

AFFINITY/INTEREST



KEY OPINION LEADER ACTIVITY

SAMPLE PUBLICATIONS

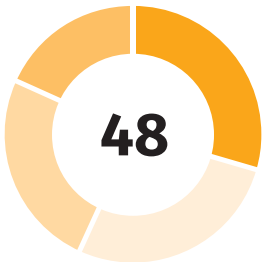
- 2023 Dose adjustment in patients with renal failure
- 2023 Leptospirosis and renal failure: a case series
- 2020 SGLT2 Inhibitors and Type 1 Diabetes
- 2021 Chronic kidney disease epidemiology Molecular regulation in haemodialysis patients
- 2022

SAMPLE EVENTS

- 2018 Disturbances of the potassium homeostasis
- 2023 Acute renal impairment
- 2022 New treatment methods for ADPKD
- 2020 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



- 13 publications
- 16 advanced training courses
- 11 professional associations
- 8 clinical studies

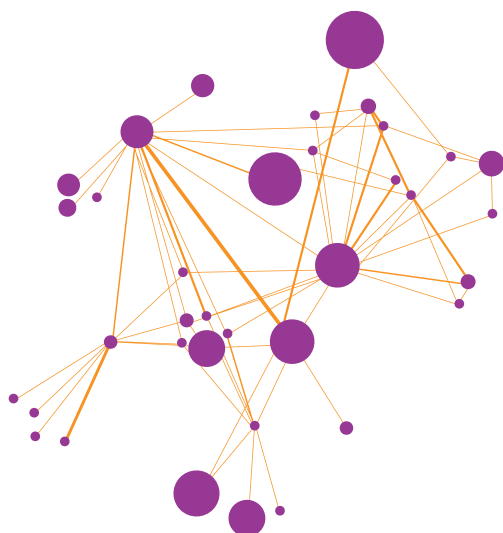
SAMPLE OF PROFESSIONAL ASSOCIATIONS
Österreichische Gesellschaft für Nephrologie
(Austrian Association of Nephrology)
Österreichische Diabetes Gesellschaft
(Austrian Diabetes Association)
Österreichische Gesellschaft für Ernährung
(The Austrian Nutrition Society)





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 your 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.

On the basis of selected criteria (expert activities such as publications, clinical studies, events, medical associations, etc.), all experts, whether multipliers or young, aspiring doctors, are presented in their relationship to each other as a network of nodes and connecting lines.

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.
- Identification of interdisciplinary links and core points for the indication
- Identification of central core points
- Collaboration across language areas

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

from € 4,500.–

The presentation can be made according to subject, language area or various other criteria



Area Optimisation

An area structure adapted to your strategy enables an optimal use of resources



Area	Target doctors	Number of A doctors	Number of B doctors	KOLs	"Buffer" doctors	Number of calls	Area share	...
Area 1	267	148	119	3	5	1,928	7,1%	...
Area 2	274	181	93	4	23	2,141	9,1%	...
Area 3	268	147	121	6	4	1,952	8.6%	...
Area 4	277	156	121	7	86	2,439	8,9%	...
...

Area ratio taking into account:

- Strategic orientation of the company
- Focused sales representatives (KAM, KOL support, stakeholders, etc.)
- Possible workload per sales representative
- Driving distances / daily tours

- Current "doctor-employee contacts"
- Equal distribution of potential for all staff (sales, A doctors, etc.)

- "Buffer" doctors for more flexible arrangement for the ad

from € 4,500.-

Channel Behavior

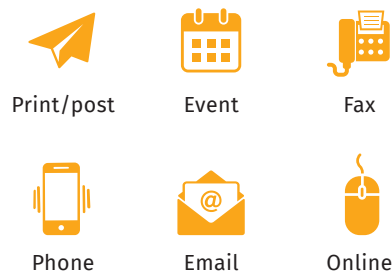
Information on the usage behaviour for a wide range of doctor networks is available at doctor level.



ID	Form of address	Title	First name	Surname	Print/post	Event	Fax	Phone	Email	Online
58772	Mr	Prim. Dr	Christian	K.	high	average	high	low	average	high
40847	Ms	Dr	Karin	B.	average	low	low	high	low	low
32172	Ms	OA Dr.	Brigitte	W.	low	high	average	low	high	low
78354	Mr	Dr	Herbert	S.	average	high	low	average	high	high
...

Project example for dermatologists

USAGE/OBSERVED DATA



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 € 4,950.-

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

TELESERVICES



Our trained dialogue experts will place your advertising, information, and sales message



- TELEMARKETING**
- Project support
 - Awareness campaigns
 - Information service
 - Field service vacancy
 - Obtaining e-permissions



- HOTLINE**
- Supply bottlenecks
 - Patient hotline
 - Information service
 - Complaint handling
 - Helpdesk



- TELESALES**
- Direct sales
 - Ordering services
 - Field service support
 - Change service



- MARKTFORSCHUNG**
- Telephone/online/face-to-face survey
 - Quantitative & qualitative methods
 - Patient journey
 - Customer experience

TELEMARKETING

We are your successful voice on the phone

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.

SERVICES

- Creation of the conversation guidelines
- Product training
- Placement of 3–5 key messages
- Personalised email/fax/mailing
- Obtaining e-permissions
- Ongoing project management
- Interim reports
- Report at contact level
- and much more
- ...

EXAMPLE

Telemarketing with 1,000 people in Austria or Switzerland

from € 18,500.–

TELESALES

Can we add a little extra?

We offer your products directly over the phone, specifically for pharmacists, doctors with mobile pharmacies, and doctors with SD or 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!

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 campaign with 750 pharmacists in Austria or Switzerland

from € 17,250.–

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 be happy to accept your calls and answer the questions in close collaboration with you. Our trained dialogue managers provide competent support, listen to your clients and users and assist them patiently and with the necessary expert knowledge.

YOUR BENEFITS

- Hotline support for every problem: competent, quick, reliable
- Setup 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. on request
- Hotline support available in a range of languages

EXAMPLE

Standardised crisis hotline for 2 months

from € 4,850.–

MARKET RESEARCH

Are you looking for a partner for your phone surveys?

Then you're in the right place with us.

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

YOUR BENEFITS

- **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 evaluating the results: 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 each 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 750 contact persons in Austria or Switzerland

from € 18,500.–

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 matte coated paper
Inside pages: 80 g/m² UPM Sol or Norcorte, matte

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 4c Colour profile ISO Coated v2
at least 300 dpi
at least 3 mm bleed for trimming ads

MEDIA DELIVERY

By email 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 Videocodec: 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 2024

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

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
Tel. +43 1 54600-0

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

GET IN TOUCH



Varijanta/Gettyimages

MEDIA CONSULTING

Andreas Maier

Head of Sales
andreas.maier@medtrix.group
T +43 (1) 54600 553
M +43 676 88460 553

Fritz Tomaschek

Senior Key Account Manager
friedrich.tomaschek@medtrix.group
T +43 (1) 54600 520
M +43 676 88460 520

Mag. Sabine Brüggemann

Senior Key Account Managerin
sabine.brueggemann@medtrix.group
T +43 (1) 54600 597
M +43 676 88460 597

Peter Bauer

Senior Key Account Manager
peter.bauer@medtrix.group
T +43 (1) 54600 541
M +43 676 88460 541

Christina Leeb

Senior Key Account Managerin
christina.leeb@medtrix.group
T +43 (1) 54600 545
M +43 676 88460 545

General Enquiries

at-sales@medtrix.group

CEO

Markus Zobel

markus.zobel@medtrix.group
T +49 89 2183 7809
M +49 172 856 1840

BACKOFFICE

Theresa Bloß, MSc

theresa.bloss@medtrix.group
T +43 (1) 54600 598
M +43 676 88460 598

Anita Radl

anita.radl@medtrix.group
T +43 (1) 54600 446
M +43 676 88460 446

Subscription Enquiries / Address Mutations / Address Changes
at-aboservice@medtrix.group

Info & Enquiries to the Editor
at-redaktionssektretariat@medtrix.group

Info & Enquiries about Data Protection
at-datenschutz@medtrix.group



MedTriX GmbH
Grünbergstraße 15
Stiege 1
AT-1120 Wien
P +43 1 54600-0
E at-info@medtrix.group
www.medtrix.group