The journal **PLASTISCHE CHIRURGIE** is distributed to the members of the DGPRÄC and VDÄPC (see above), but reaches most of the other specialists in plastic, reconstructive and aesthetic surgery, as well. News and detailed reports inform reliably about professional policies, financial handling, management of hospitals and medical offices, personalia, congresses as well as about the newest technical and pharmaceutical developments. Thoroughly selected scientific papers and other articles provide both, standards and progress.

The journal **PLASTISCHE CHIRURGIE** offers a detailed, profound and up-to-date overview of the different special fields of plastic, reconstructive and aesthetic surgery and is thus a reliable source of information.

### Frequency of publication | Closing dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date of Publication</th>
<th>Key Topics</th>
<th>Editorial Deadline</th>
<th>Advertisement Deadline</th>
<th>Printing Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>20.3.</td>
<td>Spring Academy VDÄPC¹</td>
<td>21.2.</td>
<td>3.3.</td>
<td>10.3.</td>
</tr>
<tr>
<td>2.</td>
<td>22.6.</td>
<td>ISAPS World Congress²</td>
<td>25.5.</td>
<td>3.6.</td>
<td>10.6.</td>
</tr>
<tr>
<td>3.</td>
<td>18.9.</td>
<td>Annual Meeting DGPRÄC/VDÄPC³</td>
<td>17.8.</td>
<td>28.8.</td>
<td>4.9.</td>
</tr>
<tr>
<td>4.</td>
<td>11.12.</td>
<td>Topic will follow 17.11.</td>
<td>23.11.</td>
<td>30.11.</td>
<td></td>
</tr>
</tbody>
</table>

Circulation: 2000 Copies


### Formats | Basic Advertisement rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Width × Height</th>
<th>Price b/w</th>
<th>Price 4c (European Scale)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>178 × 230 mm</td>
<td>€ 1070,–</td>
<td>€ 2195,–</td>
</tr>
<tr>
<td>2/3 page</td>
<td>117 × 230 mm</td>
<td>€ 785,–</td>
<td>€ 1910,–</td>
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<tr>
<td>1/2 page</td>
<td>86 × 230 mm</td>
<td>€ 590,–</td>
<td>€ 1715,–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>56 × 230 mm</td>
<td>€ 390,–</td>
<td>€ 1515,–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>86 × 115 mm</td>
<td>€ 295,–</td>
<td>€ 1420,–</td>
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Size with bleed (Width × Height plus 3 mm Bleed Allowence on each side)

<table>
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<tr>
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<th>Price 4c (European Scale) per mm height</th>
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</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>210 × 275 mm</td>
<td>€ 2,33</td>
<td>€ 4,77</td>
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<tr>
<td>2/3 page</td>
<td>132 × 275 mm</td>
<td>€ 4,66</td>
<td>€ 9,54</td>
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</table>
Job searches (incl. layout and proof)

<table>
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<th>Size</th>
<th>Price b/w per mm height</th>
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</thead>
<tbody>
<tr>
<td>86 mm wide (two-columned)</td>
<td>€ 1,89</td>
<td>€ 4,05</td>
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<tr>
<td>178 mm wide (four-columned)</td>
<td>€ 3,78</td>
<td>€ 8,19</td>
</tr>
</tbody>
</table>

Box number fee: € 8,—

Job offers, job searches and other classified advertisements we do publish online, as well (www.kaden-verlag.de). Price: 10 % supplement to the price of the printed advertisement.

**Premium positions | Colors | Loose Inserts | Bound-in Inserts**

**Premium positions (1/1 page):** inside front cover, left-hand page beside the table of contents 20 % surcharge; outside back cover 30 % surcharge.

**Premium Positions (1/3 page high):** right-hand side beside the editorial/foreword or table of contents 30 % surcharge

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**Color supplements:** per color (European scale) € 375,—

**Loose inserts:** max. 25 g, per thousand € 750,—

**Bound-in inserts:**
- Two-sided, per thousand € 1270,—
- Four-sided, per thousand € 2400,—

Discounts applicable to orders within a calendar year:
- 3 pages: 5 %, 4 pages: 10 %. Discount is deducted from the basic black/white price only. Color supplements, loose inserts, bound-in inserts, ad specials are not discountable.

**Agency commission:** 10 %
(not applicable to the “Wer bietet Was? (Who offers What?)”.

**Technical specification**

**Journal format:** 210 mm wide × 275 mm high

**Circulation:** 2000 copies

**Printing process:** offset

**Finishing:** adhesive binding

**Printing material:** PDF file with binding proof

**Area of distribution:** Germany, Austria, Switzerland

**Readership:** Members of the DGPRÄC and VDÄPC plus surgeons focussed on plastic surgery.

www.dgpraec.de

www.vdaepc.de

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Phone 06221/1377600
www.kaden-verlag.de

Contact:
Kyra Schiffke
Phone 06221/1377-620, Fax 29910
schiffke@kaden-verlag.de
**Specification for Bound-in Inserts**

**Two-sided (one sheet):**
216 mm wide × 281 mm high
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**Four-sided (two sheets):**
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(including 3 mm bleed allowance; Please note that there is a milled edge in the adhesive binding)

**Samples** are required for the acceptance of order.

**Quantity:** 2000 copies

**Prices:** see above, provided that there is no further effort necessary during the finishing process.

**Delivery address:** upon request

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**Terms of Payment | General Terms and Conditions**

All advertisement prices mentioned are exclusive VAT.

Only for EU counties: If you are registered for VAT, please ad your VAT identification number on your order.

Net payment within 14 days from the date of invoice.

The general terms of business of the Dr. Reinhard Kaden Verlag GmbH & Co. KG, Heidelberg, apply. They are found on www.kaden-verlag.de or may be sent upon request.

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**Wer bietet Was? – Who offers What?**

With your entry in our branch directory „Wer bietet Was? (Who offers What?)“ your presence in the market is ensured throughout the entire year. You may inform your clients about your product and service portfolio in a compact and effective way.

**Our conditions:**

One year presence (4 issues): € 790,00, online entry on www.kaden-verlag.de inclusive (plus direct linking to your website). You may adapt our entry if required. In addition to your products we place your logo and give a short introduction to your company. The text has to be limited to 1,600 characters (including spaces), for enumerations the maximal number of lines is 40.
Advertisement formats within print area
Journal format: 210 mm wide × 275 mm high

Advertisement formats with bleed*
Journal format: 210 mm wide × 275 mm high

*plus 3mm bleed allowance on each side

Please note: Bleed allowance will be cut off during the finishing process. Hence, no information should be placed there.
Guidelines Industry’s News

In addition to any advertisement that has been charged (this includes loose or bound-in inserts, advertorials etc.) our partners are invited to publish further information in our section “Industry’s News”*. 

In order to ensure the optimal editorial process please respect the following points:

→ Please adhere to the editorial deadline  

→ The text has to be limited to 1,600 characters (including spaces).
   The document (*.docx, *rtf) has to be sent as an attachment to schiffke@kaden-verlag.de

→ You may send along an illustration but no corporate logo. Please use a current graphic format (* .jpg, *tif, resolution not less than 300 dpi) and send the illustration separately and not included in the text.

→ Uppercase letters in product and company’s names are to be used in abbreviations only.

→ Please do not use any direct addressing within the text.

→ The copyright sign is to be applyd only once when you first name the product ore the company.

→ A footnote is a comment or further information to a text or pictorial motif.

→ References will not be placed as footnotes but at the end of the article, the referral in the continuous text in square brackets.

→ Please make sure that below the text there are contact details, so that surgeons may reach you. Do not name any press offices.

→ After receiving the text, an editorial check will follow. Subsequently, you will receive a typesetted advance version to review.

Please note: Before going to print short-term modifications of the layout are possible.

For any further questions please contact:
Kyra Schiffke, phone: 06221 / 1377620, mail: schiffke@kaden-verlag.de

* Publication online (www.kaden-verlag.de) for four weeks. 
Renewal option four weeks: € 75,— zzgl. MwSt.
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Plastische Chirurgie | 2018-03-01 | 5

Advertisement Rates 2020
Pricelist No 20
effective from January 1st 2020

page 6

Special publication within Plastische Chirurgie (1 page)
Manuscript and illustration supplied, editorial work, typesetting

Headline including spaces: 120 characters
Text including spaces: 3800 characters
Picture size: max. 112 × 70 mm (300 dpi, CMYK-values)
Price: € 2355,–

Special publication within Plastische Chirurgie (2 pages)
Manuscript and illustration supplied, editorial work, typesetting

Headline including spaces: 120 characters
Text including spaces: 9000 characters
Picture size: max. 112 × 70 mm (300 dpi, CMYK-values)
Price: € 4500,–

Plastische Chirurgie | 2018-03-01 | 6

Advertisement Rates 2020
Pricelist No 20
effective from January 1st 2020

page 7

Special publication within Plastische Chirurgie (1 page)
Creation of manuscript, editorial work, typesetting, illustration supplied

Headline including spaces: 120 characters
Text including spaces: 3800 characters
Picture size: max. 112 × 70 mm (300 dpi, CMYK-values)
Price: € 2650,–

Special publication within Plastische Chirurgie (2 pages)
Creation of manuscript, editorial work, typesetting, illustration supplied

Headline including spaces: 120 characters
Text including spaces: 9000 characters
Picture size: max. 112 × 70 mm (300 dpi, CMYK-values)
Price: € 4950,–