

# HOMŒOPATHIC LINKS

## International Journal for Classical Homeopathy

Published by Thieme Publishers

### 1 ISSUANCE

- a. **Frequency:** Quarterly
- b. **Mailing Date:** 1st week of publication month

### 2 ESTABLISHED

1987

### 3 EDITORIAL CONTENT

Homoeopathic links offers its readers a wide variety of materia medica, cases, provings, philosophy and stimulating discussions, book reviews, and an international list of upcoming events.

### 4 REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

All new advertising must be approved.

### 5 POLICY ON PLACEMENT OF ADVERTISING

Advertising precedes and follows editorial section.

### 6 EDITORIAL-ADVERTISING RATIO

90% editorial - 10% advertising.

### 7 SERVICES TO ADVERTISERS

Editorial reprints, bulk journal purchases and supplements are available. Contact Sergio Cardoso for details.

### 8 STAFF

#### Publisher

Thieme Medical and Scientific Publishers  
Private Limited  
N-26, II & III Floor  
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ECE House,  
28, Kasturba Gandhi Marg,  
New Delhi – 110001 (INDIA)  
SWIFT CODE: DEUTINBBDEL

### 9 CIRCULATION: 3,000 copies worldwide

### 10 CIRCULATION VERIFICATION

Publisher's sworn statement.

### 11 COVERAGE AND MARKET

Homoeopathic Links has become an important and respected publication in the world of alternative medicine. Today it connects homeopaths in more than 50 countries and promotes exchange between the different directions and philosophies of homeopathy and naturopathy. The editorial board includes several experienced and dedicated homeopaths. Their careful selection of articles ensures the perfect balance of practice-oriented topics, and philosophical and historical contemplations for all readers.

### 12 BLACK & WHITE AND COLOR RATES

Size	Type area in mm	Bleedsize in mm*	Basic price black/white	Basic price color
1/1 page	176 × 238 mm	210 × 280 mm	€ 1.080,-	€ 2.080,-
1/2 page Height	86 × 238 mm	103 × 280 mm	€ 610,-	€ 1.390,-
1/2 page Width	176 × 118 mm	210 × 138 mm	€ 610,-	€ 1.390,-
1/3 page Height	55 × 238 mm	68 × 280 mm	€ 435,-	€ 770,-
1/3 page Width	176 × 80 mm	210 × 91 mm	€ 435,-	€ 770,-
1/4 page Height	86 × 118 mm	103 × 138 mm	€ 340,-	€ 710,-
1/4 page Width	176 × 60 mm	210 × 68 mm	€ 340,-	€ 710,-
1/8 page Height	86 × 60 mm	103 × 68 mm	€ 195,-	€ 530,-
1/8 page Width	176 × 30 mm	210 × 34 mm	€ 195,-	€ 530,-

\*CDs/DVDs: € 500 per 1,000 copies

### 13 EARNED RATES

Based on number of insertions per calendar year. Space purchased by parent companies and subsidiaries is combined for accounting of earned rate.

### 14 INSERT RATES

Maximum size: 200 mm × 270 mm  
Up to 25 g per mill € 240,-  
Per each 5 g more per mill € 44,-  
\*CDs/DVDs: € 500 per 1,000 copies  
Delivery address on application!

**15 INSERTS**

- a. **Two Page Insert (One Leaf):** 3 times earned black and white rate.
- b. **Four Page Insert:** 5 times earned black and white rate.
- c. All inserts must be submitted to publisher for approval of stock and design, and other mechanical specifications.

**16 COVER AND PREFERRED POSITIONS**

On an eight-time basis only.

- a. **Fourth Cover:** 50%.
- b. **Second Cover:** 35%.
- c. **Table of Contents:** 25%.
- d. **Page Facing 2nd Cover, Facing 1st Text:** 20%.

**17 MISCELLANEOUS**

**Rate Protective Clause:** Proper notification will be given of any rate changes, and contracts may be cancelled at the time the change in rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.

**18 PAPER STOCK**

- a. **Covers:** 10 point coated one side.
- b. **Body:** 60 lb. gloss coated.
- c. **Insert Stock Weight:** 80 lb. coated or 70 lb. uncoated.

**19 BINDING**

Perfect Binding.

**20 HALFTONE SCREEN**

133 for text and covers.

**21 CLOSING DATES**

Issue	Closing date for insertion	Delivery date for artwork	Issue date
01/2012	21.01.2012	01.02.2012	05.03.2012
02/2012	21.04.2012	29.04.2012	04.06.2012
03/2012	21.07.2012	30.07.2012	04.09.2012
04/2012	20.10.2012	29.10.2012	04.12.2012

**22 DISPOSITION OF MATERIAL**

Material will be held for one year from last issue used and then destroyed, unless otherwise indicated.