

# Media Kit 2018

Rate Card No. 37 | Effective October 2017

## Official journal of

the Society of Thrombosis and Haemostasis Research (GTH), the Working Groups "Thrombosis" and "Atherosclerosis and Vascular Biology" of the European Society of Cardiology (ESC) as well as Sociedad Española de Trombosis y Hemostasia (SETH) and the Australian Vascular Biology Society (AVBS)

## Target group

Haematologists, clinical pharmacologists, cardiologists, surgeons, gynaecologists, internal medicine specialists and laboratory physicians

## Readership circulation

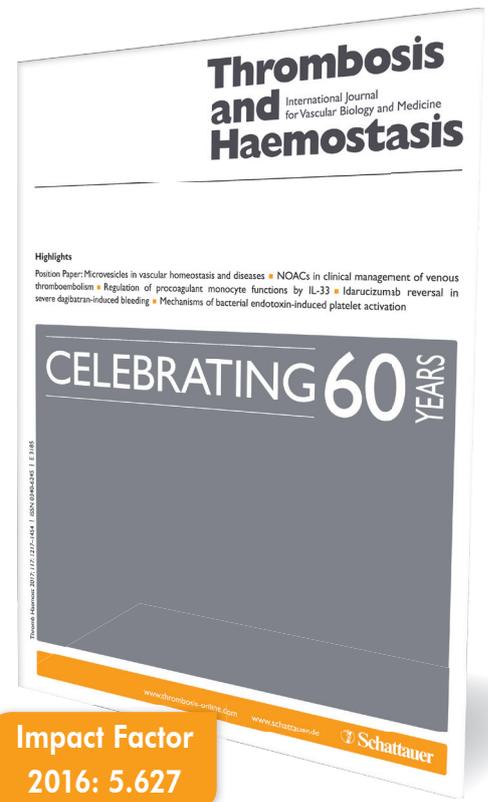
Europe	60%
North America	26%
Rest of World	14%

## Circulation

Copies printed: 2,355  
Page impressions 2016: 77,000/month

## Frequency of publication

12 times a year



**Impact Factor**  
2016: 5.627

## Description

*Thrombosis and Haemostasis* publishes original articles with a broad scope in basic and translational research and clinical studies in vascular biology and medicine, covering the categories Coagulation and Fibrinolysis; Cellular Haemostasis and Platelets, Blood Cells; Inflammation and Infection; Endothelium and Angiogenesis; Cellular Signalling and Proteolysis; New Technologies, Diagnostic Tools and Drugs; Stroke, Systemic or Venous Thromboembolism; Atherosclerosis and Ischaemic Disease.

The journal is published monthly in print (ISSN 0340-6245) and online ([www.thrombosis-online.com](http://www.thrombosis-online.com)). The journal is covered in the main abstracting and indexing services worldwide.

Being one of the leading scientific journals in its field (No 8 in "Peripheral Vascular Disease"), *Thrombosis and Haemostasis*' 2016 Impact Factor is 5.627.

## Publisher

Schattauer GmbH  
Publishers for Medicine and Natural Sciences  
Hoelderlinstrasse 3 | 70174 Stuttgart, Germany  
P.O. Box 104543 | 70040 Stuttgart, Germany  
Phone +49 711 22987-0  
Fax +49 711 22987-50  
[www.schattauer.com](http://www.schattauer.com)

## Contact and further information

<b>Managing editor</b>	Dr. Elinor Switzer Phone +49 711 8931-230 <a href="mailto:elinor.switzer@thieme.de">elinor.switzer@thieme.de</a>
<b>Advertising manager</b>	Nicole Dörr Phone +49 711 22987-56 <a href="mailto:nicole.doerr@schattauer.de">nicole.doerr@schattauer.de</a>
<b>Bank details</b>	Volksbank Stuttgart eG SWIFT/BIC: VOBADDESS IBAN: DE66 6009 0100 0214 0130 06 HypoVereinsbank SWIFT/BIC: HYVEDEMM473 IBAN: DE23 6002 0290 0388 7752 70
<b>Terms of payment</b>	Payable upon receipt of invoice

## Sizes & prices

Ads	Size (Width x height) Total page size 210 x 280 mm	Type area 179 x 243 mm	Full page bleed size*	Basic rates b/w in €
	1/1 page cover rates 2 <sup>nd</sup> and 4 <sup>th</sup> page cover rates		210 x 280 mm	2,240.00
	1/1 page	179 x 243 mm	210 x 280 mm	1,920.00
	1/2 page vertical 1/2 page horizontal	88 x 243 mm 179 x 121 mm	103 x 280 mm 210 x 144 mm	1,110.00 1,110.00
	1/3 page vertical 1/3 page horizontal	57 x 243 mm 179 x 81 mm	72 x 280 mm 210 x 104 mm	905.00 905.00
	1/4 page vertical 1/4 page horizontal	88 x 121 mm 179 x 60 mm	103 x 139 mm 210 x 83 mm	665.00 665.00

## Color rates (no discounts)

<b>4-color</b>	1,510.00 €
<b>Matched colors</b>	770.00 €
<b>Standard colors</b>	750.00 €

\* Bleeds require 5mm on all four sides beyond trim. All prices plus VAT.

**Frequency discounts** 3 x 5%, 6 x 10%, 9 x 15%, 12 x 20%  
on basic rates b/w

**Agency commission** 15% from the net price. There is no agency  
commission granted for inserts and tip-ons.

**Split run fee** 740.00 € / plate change

## Inserts, supplements (no discounts)

### Loose inserts

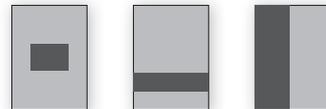
Format up to 20g and 204 x 275 x 2 mm % 345.00 €  
(Inserts greater than 3mm/20g may result in additional postage  
costs)

### Bound inserts

Prices on request

## Special advert formats (no discounts)

For prices and additional formats contact the advertising manager.



Tip-ons    Belly band    Fold-outs (French doors)

## Closing dates

Issue	Closing date	Printing material	Publication date
1/2018	30.11.2017	01.12.2017	11.01.2018
2/2018	29.12.2017	02.01.2018	02.02.2018
3/2018	01.02.2018	02.02.2018	05.03.2018
4/2018	26.02.2018	27.02.2018	30.03.2018
5/2018	04.04.2018	06.04.2018	07.05.2018
6/2018	02.05.2018	04.05.2018	07.06.2018
7/2018	31.05.2018	01.06.2018	05.07.2018
8/2018	04.07.2018	06.07.2018	06.08.2018
9/2018	02.08.2018	03.08.2018	06.09.2018
10/2018	05.09.2018	07.09.2018	08.10.2018
11/2018	04.10.2018	05.10.2018	08.11.2018
12/2018	31.10.2018	02.11.2018	06.12.2018

Subject to alterations

# Technical details

<b>Type of printing</b>	Offset
<b>Type of binding</b>	Perfect binding
<b>Delivery of data</b>	Via E-Mail, CD-ROM or FTP
<b>E-Mail</b>	behnaz.hemati@schattauer.de
<b>CD-ROM</b>	send to: Schattauer GmbH, Ms. Hemati, Hoelderlinstr. 3, 70174 Stuttgart, Germany, Fax number +49 711 22987-50 Delivered data media are neither archived nor returned to clients.
<b>Formatting of data</b>	PDF/X4 data according to our specifications.
<b>Proof</b>	Data-congruent 1:1 color-consistent proof with Ugra/FOGRA media key CMYK Version 2.0, according to ISO 12647-2 process standard offset printing (PSO), for advertisements on the cover and on internal pages paper category 1 (ISO coated V2 ECI). If a color-consistent proof is not delivered, color calibration will be done by us according to PSO.
<b>Obligatory additional specifications</b>	Title and issue number of the journal, date of publication, dimensions of advertisement(s) and contact person with phone number for further queries. If your files are delivered too late or are faulty, we will charge you for the extra costs incurred.

## General Business Terms

**1** "Advertisement" or "advertisement order" in accordance with the following General Business Terms and Conditions is the contract regarding the publication of one or several advertisements, inserts and/or bound inserts of an advertiser for the purpose of distribution in printed matter, and where appropriate, the associated electronic products of Schattauer GmbH, hereinafter referred to as "Publisher".

**2** An advertisement order, once accepted, will include all advertisements which will be published within a 1-year time period. The running time of the advertising order will start with the publication of the first advert.

**3** If an order is not carried out for circumstances which are beyond the control of the Publisher, the customer must reimburse the Publisher the difference between the granted discount and the discount which corresponds with the actual acceptance irrespective of possible other legal obligations. In the event that the Publisher is responsible for the circumstances which prevented the performance, the obligation for reimbursement shall cease to apply.

**4** The Publisher shall only be bound to include an advert in specific issues or positions only when the corresponding agreement to this exists in writing.

**5** Advertisements which, as a result of their appearance or design, are not recognizable as advertising will be expressly identified by the Publisher with the word "Advertisement".

**6** The Publisher reserves the right to cancel or reject any advertisement and/or insertion order, regardless of order status, if such content conflict with or be in violation of legislation or official regulations or deemed in any way unsuitable or immoral due to its content, origin or technical form in accordance with the uniformly applicable principles of the Publisher, or if the Publisher deems the publishing of such content unacceptable. The rejection of an advertisement or advertising order will be communicated to the client immediately.

**7** The customer shall ensure the timely delivery of impeccable and suitable printing material. As a general rule, these documents should be sent as print-ready data which is in accordance with our respective technical specifications, such as those detailed within our Media Kits. Print material which deviates from our technical specifications should be agreed upon in advance with the advertising department of the Publisher.

In addition to the timely delivery of printing material to the Publisher, a proof with binding colours and content should be made available to the designated printers for purposes of quality control. In the absence of a proof, the Publisher cannot guarantee the colour rendering or contents of the advert.

**8** The customer shall bear all incurred costs for changes to the originally agreed upon executions, and for the creation or technical data preparation of required print materials, drawings, and other pre-press costs, and also including revoked or cancelled adverts.

**9** All print data (printing materials) will be deleted one month following publication of the respective journal. Other print documents will be returned only upon specific request of the customer. Likewise, the storage obligation of the Publisher will end after one month.

**10** Proofs will be supplied only at the express request of the customer. The customer assumes the responsibility for the accuracy of the returned proofs or final proofs as well as any marked corrections. If the client does not return the submitted proof within the period granted, then the authorization to print is deemed as granted.

**11** In the case of whole or partly illegible, incorrect or incomplete printing of an advertisement, the customer has a right to a reduction in the total price or a replacement advert, but only to the extent to which the purpose of the advertisement was impaired. Further claims against the Publisher are excluded.

Claims must be made within the exclusion period of 1 month following receipt of invoice and voucher copy.

**12** Right of withdrawal or cancellation of order will be granted under the condition that the cancellation is received at minimum three weeks before the relevant closing date.

**13** Payment is due upon the publication date of the issue in which the advertisement has been published, or by special agreement within 30 days of publication. For prepayment, a 2% discount is granted provided that the invoiced amount has been paid and received in the Publisher's bank account at the latest by the publication date, and there are no older invoices which are still open.

If invoices are paid for goods and services via the SEPA direct debiting system, the customer will receive advance information regarding the direct debit at least one day before the actual due date.

**14** In case of default or delayed payment, the statutory default interest rates on arrears will become effective. The assertion of further damages is not excluded. By non-payment, the Publisher may delay the execution of any open advertisement placement until full payment has been made, and prepayment in full may be required before fulfillment of any remainder advertisement placements.

Should there be reasonable doubt as to the ability of the customer to pay, the Publisher is justified in delaying the publication of further advertisement placements, regardless of previously agreed upon Terms of Payment, even if this occurs prior to the completion of the advertisement order. The fulfillment of any open advertisement placements may be made conditional upon prepayment of the amount due, as well as the settlement of any open invoices.

**15** If there has been a decline in circulation, and the decline in circulation, as represented as the average circulation for that insertion year, is greater than 20% of the circulation number printed in the price list, then a reimbursement reflecting the amount of the percentage difference is due. Further price reductions are excluded if the Publisher has given prior notice to the customer of the drop in circulation and the customer had the opportunity to withdraw the contract before the publishing of the advert.

**16** Changes in the price list or the terms and conditions will also become immediately effective for current advertising orders which encompass more than one advertisement.

**17** Prices, surcharges and discounts will be applied uniformly to all customers. The discount, as designated in the price list, will be granted to all advertisements of the advertiser which will be published within the 1-year time period.

**18** In the case of business disruption or force majeure, the Publisher is still entitled to full payment for published advertisements when at minimum 80% of the guaranteed circulation has been fulfilled. Lower performance will be calculated based on 1000-page price as listed in the price list for the guaranteed circulation.

**19** Place of performance is Stuttgart or Hamburg, Germany. Likewise, the Place of Jurisdiction is Stuttgart or Hamburg, Germany.

**20** Should one or several of the above provisions be or become ineffective or contain a loophole, the remaining provisions shall remain unaffected. The respective legal provisions take the place of the ineffective or missing provisions. Deviating conditions must be expressly agreed in writing.

## General Terms and Conditions for other Publishing Services

For other publishing services, such as reprints, special publications (i.e. Loose inserts, Internal reportage, Supplements), etc., the most recent version of the Publisher's "Terms of Payment and Shipping" will apply.

Unless previously agreed upon in writing with the Publisher, any Terms and Conditions from the customer which are contrary to the Publisher's Terms and Conditions will not become a part of the contract.

Stuttgart, September 2017

# Supplementary sheet for the delivery of data

<b>Journal size:</b>	210 x 280 mm
<b>Full page bleed size:</b>	210 x 280 mm + 5 mm bleed on all four sides
<b>Colours:</b>	CMYK-color model
<b>Resolution:</b>	300 dpi
<b>Preferred data format:</b>	PDF/X4
<b>Paper category of Journal:</b>	1 and 2

Ärztliche  
PSYCHOTHERAPIE

arthritis  
+rheuma

HÄMOSTASEOLOGIE

MedWelt

METHODS

NuclearMedicine  
Nuklearmedizin

Onkologische  
Welt

OSTEOLOGIE  
OSTEOLOGY

Phlebologie

DIE PSYCHIATRIE

SCHLAF

Thrombosis  
and  
Haemostasis

Tierärztliche  
Praxis

VCOT

## Proof

We require 1:1 colour-consistent proof matching with the last existing data stock according to **FOGRA media key CMYK Version 3.0**, according to **ISO 12647-2** process standard offset printing for paper category 1 and 2 (profile name: **ISO-coated\_v2\_eci.icc**).

If no colour-consistent proof will be delivered, colour calibration will be done by us according to **PSO** (process standard offset printing, **ISO 12647-2**).

## Delivery of printing data:

<b>Data via e-mail:</b>	anzeigen@schattauer.de
<b>Data via CD-ROM:</b>	Schattauer Verlag GmbH Anzeigenverwaltung   Hoelderlinstrasse 3 70174 Stuttgart

## FTP

<b>Address:</b>	ftp://ftp.mm-intec.de
<b>User:</b>	fks-anzeigen
<b>Password:</b>	fks-anzeigen4mmb

Please inform us via e-mail, how you will send your advertisement. Feel free to contact our office if you have any questions concerning your advertisement:  
Phone: +49 711 229 87-60, e-mail: anzeigen@schattauer.de