

Media Kit 2018

Rate Card No. 27 | Effective October 2017

Official journal of

VOS – Veterinary Orthopedic Society
BVOA – British Veterinary Orthopaedic Association
ESVOT – European Society of Veterinary Orthopaedics and Traumatology
AOVET – AO Foundation

Affiliated journal of

SETOV – Sociedad Española de Traumatología y Ortopedia Veterinaria
GITOV – Grupo de Interesse Especial da APMVEAC em Traumatologia e Ortopedia

Target group

Veterinarians

Printed circulation

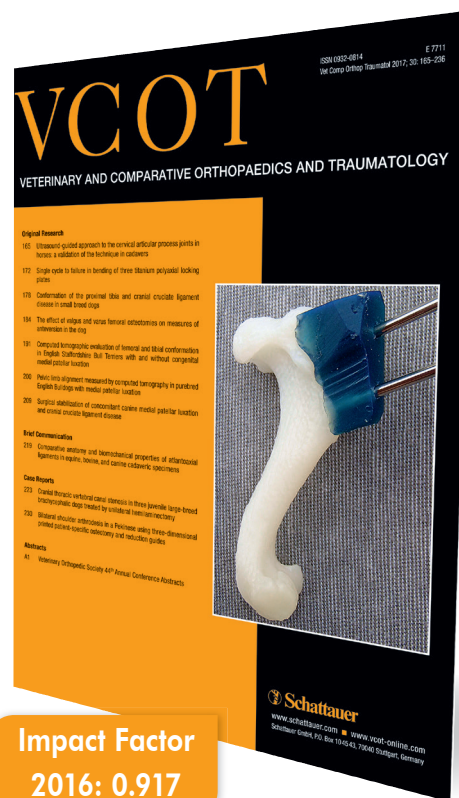
1,800 copies

Distributed circulation

1,700 copies

Frequency of publication

6 times a year



Impact Factor
2016: 0.917

Description

VCOT is an important source for clinically relevant information in veterinary orthopaedics & trauma surgery available anywhere today. It's unique in that it is truly comparative with an unrivalled mix of review articles & basic science amid information that is immediately clinically relevant in veterinary surgery today. It is a must-have reference for any veterinary surgeon interested in orthopaedic & trauma surgery with a close eye on progress in the human field & in all animal species.

VCOT is published 6 times a year (ISSN 0932-0814) in print & online (www.vcot-online.com). Online services include manuscript submission and review, eTOC (Electronic Table of Contents), and rapid publication online under Ahead of Print. Subscribers to the Journal can also enjoy online access to the complete archive, starting with the 1st issue in 1988!

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

Contact and further information


Managing editor Dr. Elinor Switzer
Phone +49 711 8931-230
elinor.switzer@thieme.de

Advertising manager Nicole Dörr
Phone +49 711 22987-56
nicole.doerr@schattauer.de

Bank details Volksbank Stuttgart eG
SWIFT/BIC: VOBADDESS
IBAN: DE66 6009 0100 0214 0130 06
HypoVereinsbank
SWIFT/BIC: HYVEDEMM473
IBAN: DE23 6002 0290 0388 7752 70

Terms of payment 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 nd and 4 th page cover rates		210 x 280 mm	1,420.00
	1/1 page	179 x 243 mm	210 x 280 mm	1,285.00
	2/3 page vertical 2/3 page horizontal	118 x 243 mm 179 x 162 mm	133 x 280 mm 210 x 185 mm	920.00 920.00
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	1/2 page horizontal	179 x 121 mm	210 x 144 mm	725.00
	1/3 page vertical 1/3 page horizontal	57 x 243 mm 179 x 81 mm	72 x 280 mm 210 x 104 mm	500.00 500.00
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	1/4 page horizontal	179 x 60 mm	210 x 83 mm	430.00

Color rates (no discounts)

4-color	725.00 €
Matched colors	700.00 €
Standard colors	400.00 €

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

Frequency discounts 2 x 5%, 4 x 10%, 6 x 15%
on basic rates b/w

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

Inserts and supplements (no discounts)

Loose inserts

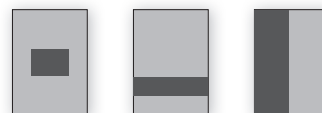
Format up to 20g and 204 x 275 x 2 mm % 345.00 €
(Inserts greater than 3mm/20g may result in additional postage costs)

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	07.12.2018	08.12.2016	19.01.2018
2/2018	19.02.2018	20.02.2018	23.03.2018
3/2018	19.04.2018	20.04.2018	28.05.2018
4/2018	20.06.2018	22.06.2018	23.07.2018
5/2018	16.08.2018	17.08.2018	17.09.2018
6/2018	17.10.2018	19.10.2018	19.11.2018

Subject to alterations

Technical details

Type of printing	Offset
Type of binding	Perfect binding
Delivery of data	Via E-Mail, CD-ROM or FTP
E-Mail	behnaz.hemati@schattauer.de
CD-ROM	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.
Formatting of data	PDF/X4 data according to our specifications.
Proof	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.
Obligatory additional specifications	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

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

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:

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

FTP

Address:	ftp://ftp.mm-intec.de
User:	fks-anzeigen
Password:	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

Ärztliche
PSYCHOTHERAPIE

arthritis
+rheuma

HÄMOSTASEOLOGIE

MedWelt

METHODS

NuclearMedicine
Nuklearmedizin

Onkologische
Welt

OSTEOLOGIE
OSTEOLOGY

Phlebologie

DIE PSYCHIATRIE

SCHLAF

Thrombosis
and
Haemostasis

Tierärztliche
Praxis

VCOT