

GOING INTERNATIONAL MARKETING OFFERS

Overview of Services

PRINT ADS IN THE COURSE CATALOGUE

WEB PORTAL AND NEWSLETTER ADVERTISING

CUSTOMISED PUBLICATIONS

RECRUITING AND CONSULTING

*Media data
Prices & Discounts
Valid as of June 2009*

GOING  INTERNATIONAL

Information Services G. Polak KEG, Fasangasse 28/27, 1030 Vienna, Austria, www.goinginternational.org

Media data of the complete edition of »medicine & health«

(Status: Client/reader statistics of March 15, 2009)

PRINT RUN 3,500 copies

LANGUAGES German and English

PAGES Approx. 300 pages

FORMAT 210 x 297 mm, type area 173 x 252 mm

PUBLICATION FREQUENCY Once a year in September

SALES PRICE € 33,77 (excluding VAT and shipping)

CONTENTS 2,500 courses, post-graduate programmes, summer schools, conferences and congresses, scientific articles, education information, specialised literature and address directories, indexes and more than 100 references to recommended websites and databases.

TARGET GROUPS Physicians of all specialisations and disciplines, chief physicians, hospital managers and directors, experts, decision-makers and policy-makers in the field of public health, executives from the field of specialised nursing care as well as medical and health science students, researchers and teachers at universities and hospitals as well as decision-makers in public health, economy and politics.

CIRCULATION The course catalogue »medicine & health« is accessible at more than 500 universities and higher education institutions (universities of applied sciences), at around 700 national and international course organisers, at international organisations and professional associations, at approximately 80 libraries as well as at more than 100 congresses, conferences and other events.
»medicine & health« is typically passed on by its readers and used by several people so that one copy reaches 25 readers on average in large institutions.

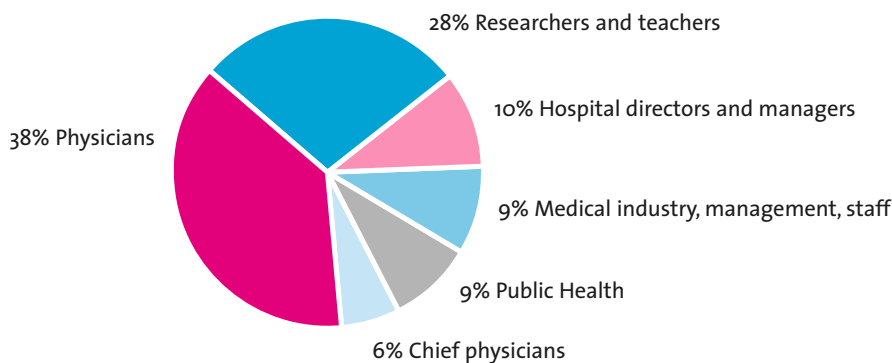
The buyers and readers of the course catalogue come from the following regions:

64% from the German-speaking region (Germany, Austria, Switzerland)

34% from other European countries (Albania, Armenia, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Former Yugoslav Republic of Macedonia, France, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Netherlands, Norway, Poland, Romania, Sweden, Serbia and Montenegro, Slovakia, Slovenia, Spain, Turkey, Ukraine, United Kingdom)

2% from non-European countries (Australia, China, India, Kenya, Korea, Russia, South Africa, USA)

Readers by profession



Complete edition of »medicine & health«

»medicine & health« is a unique education publication and offers independent, objective information. Experts use it to search for innovative training courses and programmes oriented to specific needs.

»medicine & health« is published in English and German and presents a comprehensive selection of innovative education and training opportunities in curative medicine and public health.

PUBLICATION GUARANTEE

The GI editors select one or two courses per organiser to present in greater detail in »medicine & health«. The »publication guarantee« allows organisers to specifically highlight and promote their courses, summer schools or congresses in the book.



Thematic editions of »medicine and health«

Each chapter of the course catalogue »medicine & health« is also available in a thematic edition.

Thematic editions – Training opportunities:

Hospital management, information and communication (chapter I)

Humanitarian assistance and international co-operation (chapters II and III)

Interdisciplinary courses (chapter IV)

Courses for medical specialists (chapter V)

Public health (chapter VI)

Research and evidence-based decision making (chapter VII)

CIRCULATION: 1,700 copies



Special editions of »medicine & health«

Special editions in the design of »medicine & health« tailored to your requirements and your specific target group

Together with you, Going International develops a concept for searching for information on selected courses, congresses and training in your specific subject field. Thereby, you offer your target audience a special service and a sound foundation for comprehensive education and training. Your customised course catalogue can be based on various criteria, such as region, type of training opportunities, topics and sub-disciplines or time.

Get more information on the numerous options for designing your customised special edition (printed copies, PDF format or online directly on your website).


Just contact us – we will be pleased to advise you!



GOING INTERNATIONAL *Print*

Publication guarantee in »medicine & health«

To ensure the presentation of a great variety of training opportunities, Going International publishes one selected course per organiser. Do you want to make sure that your course(s) will be included? Benefit from our »publication guarantee«!



BASIC Guarantees the publication of your event in the next edition of »medicine & health«
Per entry: € 50.–

BASIC PLUS Guarantees the publication of your event additionally highlighted by the asterisk icon
Per entry: € 90.–








PREMIUM Your course/congress is highlighted by the asterisk icon and, additionally, by one colour so that it immediately catches the reader's eye during quick browsing!
Per entry: € 210.–

Ads in »medicine & health«

COMPLETE EDITION By advertising in »medicine & health«, you can specifically address physicians and chief physicians, hospital managers, decision-makers in health care, students as well as executives from the fields of specialised nursing care.

THEMATIC EDITIONS Benefit from the opportunity of directly addressing your target group and place your ad on the inside front/back cover of a thematic edition of »medicine & health«.*

FORMATS AND PRICES

							
full page with bleed 210 x 297 mm	full page without bleed 173 x 252 mm	1/2 page vertical 83,5 x 252 mm	1/2 page horizontal 173 x 124 mm	1/3 page horizontal 173 x 84 mm	1/4 page vertical 83,5 x 124 mm	1/4 page horizontal 173 x 65 mm	
COMPLETE EDITION 4C SCALE	€ 2,600.–	€ 2,600.–	€ 1,600.–	€ 1,600.–	€ 1,400.–	€ 950.–	€ 950.–
COMPLETE EDITION B/W	—	€ 1,950.–	€ 1,200.–	€ 1,200.–	€ 1,050.–	€ 712.50	€ 712.50
THEMATIC EDITIONS 4C SCALE	€ 1,300.–	€ 1,300.–	€ 800.–	€ 800.–	€ 700.–	€ 475.–	€ 475.–

PACKAGE OFFERS AND DISCOUNTS

If you place your ad both in a thematic special edition and in the complete edition of »medicine & health«, you will receive a special package offer!

* B/W ads contained in the complete edition are included in the thematic editions without extra charge.

PRINTING MATERIAL

Printer-ready PDF (with crop marks and 3 mm bleed, CMYK or B/W, all fonts embedded)
We will be happy to assist you in designing your ad; for personal advice and a detailed offer, please contact our team.

SUBMISSION DEADLINE FOR ADS AND PRINTING MATERIAL End of June

»medicine & health« specials

Especially exclusive and effective advertising options in »medicine & health«

- COVER BRANDING** Your company's logo and/or brand on the cover of »medicine and health«, 4c matt
- BOOKMARK** 4c, produced on glossy paper and attached to the book block with a textile ribbon, printed on one or both sides
- INSIDE FRONT OR BACK COVER ADS** 4c, full page with bleed, matt
- FLAP** 4c, matt; only possible in combination with an ad on the inside front or back cover
- INSERTS** One sheet (max. A4 format, 20 g single-sheet weight) is inserted into the course catalogue at any desired point
- SPONSORING** With a brand name or logo (in b/w), your company is prominently featured on page 2 highlighting its sponsorship/ contribution to printing costs

FORMATS AND PRICES

Cover Branding complete edition	from € 3,900.-
Cover Branding thematic editions	€ 2,500.-
Bookmark, one side 85 x 160 mm, 4c	€ 2,900.-
Bookmark, two sides individual format, 4c	€ 3,900.-
Inside front/back cover ad 210 x 297 mm with bleed, 4c	€ 3,200.-
Flap + inside front cover ad Flap format: 80 x 297 mm with bleed, 4c	€ 4,100.-
Sponsoring b/w logo on page 2	from € 400.-
Inserts per 1,000 Stück	€ 300.-

PRINTING MATERIAL

Printer-ready PDF (with crop marks and 3 mm bleed, CMYK or BW, all fonts embedded)

We will be happy to assist you in designing your ad; for personal advice and a detailed offer, please contact our team.

SUBMISSION DEADLINE FOR ADS AND PRINTING MATERIAL **End of June**

Promotional articles in »medicine & health«

The ideal support for your ad – with ample space for your special-focus topic.

The detailed editorial coverage of your special-focus theme in a PR article offers you and the readers more in-depth information on a subject. PR articles are identified by the note »Promotion«. They are placed exactly in line with your specifications.

FORMATS AND PRICES

PR text 1/2 page 3,100 characters (including spaces).....	€ 1,200.-
PR text 1/3 page 2,000 characters (including spaces).....	€ 1,050.-
PR text 1/4 page 1,500 characters (including spaces).....	€ 750.-
PR text 1/8 page 700 characters (including spaces).....	€ 400.-

We will be pleased to advise you and provide you with precise information on the length and format of your PR article upon request.

YOUR DATA

Texts have to be provided as Word files with the maximum number of characters in line with the selected length of your promotional article; possible both in **English** and **German**. Before printing, you will receive a proof for approval.

SUBMISSION DEADLINE FOR ADS AND PRINTING MATERIAL **End of June**

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TERMS OF PAYMENT

All prices are quoted exclusive of 20% VAT (and 5% statutory advertising tax for ads).

All prices indicated are payable without any deductions immediately upon receipt of the invoice.

In case of delays in payment, 4% interest and collection costs shall be paid.

The Terms and Conditions of Going International that are accessible on our website at www.goinginternational.org and the *Allgemeinen Anzeigenbedingungen des Österreichischen Zeitschriftenverbands* (General Advertising Terms and Conditions of the Austrian Periodical Publishers Association), published in the *Amtsblatt zur Wiener Zeitung* (official gazette) on 26 January 1980, shall apply. Place of performance and jurisdiction is Vienna, Austria.

IMPRINT

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Errors & omissions excepted.