

Ed. Gerhard Polak

Advertisement Rates  
Effective January 1st, 2006

# Course Catalogue

## medicine & health

PLUS  
Special courses  
Missions  
abroad



# Editorial Preface



Gerhard Polak, MD, DTMH

- Specialist in anaesthesiology and intensive care
- Since 1989 Director of the Bureau for International Services of the Vienna Medical Association
- Missions abroad in Pakistan, Afghanistan, Burkina Faso, Uganda, Tanzania, Solomon Islands, El Salvador
- Counselling services for individuals and organisations in the field of Public Health and assignments abroad
- Planning and realisation of international development cooperation and humanitarian aid projects

My professional experience as a medical doctor in humanitarian missions abroad as well as in high-tech clinical environments has seriously shown me how important it is to keep up with the current state-of-the-art in medicine and education.

Despite internet and world wide web it still remains difficult to find the appropriate and best further training. This experience led me to develop the course catalogue “*medicine & health*”. In an increasingly globalised world characterised by information overload, also in the field of educational resources it is my objective to detect the most recent and most renowned training “flagships” in a methodical manner and make them available to the public.

Your advertisement in “*medicine & health*” directly reaches clinicians and doctors in outpatient settings, as well as chief physicians and decision makers in research, vocational training and health administration.

“*medicine & health*”, constituting a network which covers more than 750 universities and training organizers, is distributed at more than one hundred international conferences and meetings every year.

**Development needs education, dialogue and exchange of knowledge.** Your insertion will also help doctors and Public Health decision makers from poorer and less-industrialised countries to access state-of-the-art professional training. This initiative makes “*medicine & health*” highly reputed and congenial.

In this way, your ad in “*medicine & health*” is also of idealistic value and guarantees you presence in new markets.

Cordially yours

A handwritten signature in black ink, appearing to read 'G. Polak', written in a cursive style.

# Your **Advertisement** in the Course Catalogue “medicine & health” **directly targets** Doctors, Teachers, Researchers and Decision Makers in Science, Industry and the Public Health sector.

**The course catalogue is...** ... a yearly updated international reference work providing information about more than 2,500 courses, postgraduate programmes and conferences for health experts. In addition, the course catalogue “medicine & health” contains scientific articles and papers, medical literature, indices and address directories, as well as more than 100 websites and links to databases.

**... for many doctors and professors the best and most consolidated compendium of international top-class programmes and conferences.**

... a longstanding publication for knowledge transfer about new developments in research and teaching. The courses included are researched in a methodical manner and presented in concise abstract form, focusing on interdisciplinary specialties, health sciences, biomedicine and evidence based medicine.

**The course catalogue benefits ...**

**... doctors of all disciplines**, chief physicians, clinicians, clinical investigators, academic researchers, as well as decision makers in the Public Health sector and in the pharmaceutical industry **when planning their vocational training and professional development.**

... regular readers from Europe, Africa (besides others Nairobi, Pretoria, Windhoek), the Middle and Far East (Katmandu, Bombay, Bangkok, Sydney, Auckland, Manila) and the USA.

**The course catalogue is available ...**

**... in Europe** at about 185 universities and libraries, at about 100 conferences, at more than 150 organisations of the civil societies, development cooperation and humanitarian aid, **and worldwide** at 450 universities and libraries, at all Austrian Foreign Trade Missions, at 150 Red Cross and Red Crescent Societies, further at 250 organisations of the civil society as well as at development cooperation and humanitarian relief organisations.

*The catalogue is a valuable investment for departments of anesthesia, emergency medicine and public health international*

**Trauma Care / Journal**

# Technical Data and Closing Dates

<b>Contact</b>	<i>Editorial Office</i> Going International Fasangasse 28/27 1030 Vienna Phone: +43/(0)1/798 25 27 Fax: +43/(0)1/798 25 27-11 ads@goinginternational.org www.goinginternational.org	<i>Advertising Administration</i> Communication in flow (Cif) Andreas Vorlicky Franz Josefs-Kai 13, 1010 Vienna Phone: +43/(0)1/478 37 22 Fax: +43/(0)1/478 37 20 a.vorlicky@communicationflow.com www.communicationflow.com
<b>Print run</b>	3,500 copies; average: 25 readers per copy	
<b>Languages</b>	German/English	
<b>Pages</b>	295 pages	
<b>Coverage</b>	The courses included in the catalogue cover a period of three academic semesters	
<b>Trim size</b>	210 mm x 297 mm (upright)	
<b>Type area</b>	173 mm (breadth) x 252 mm (height); two columns (83,5 mm)	
<b>Printing method</b>	Offsetprinting (60 screen). COLOURS: Contents B/W, Ads Euro scale	
<b>Paper quality</b>	Contents (B/W): 80 g/m <sup>2</sup> offset printing paper; Ads : 135g/m <sup>2</sup> coated paper	
<b>Publication frequency</b>	Once a year	
<b>Publication date</b>	September 2006	
<b>Ad submission deadline</b>	June 30th, 2006 (is also the closing date for printing material)	
<b>Printing material</b>	Prices are based on submission of finalised high resolution laid-out material. Detailed information will be sent to you upon booking confirmation.	
<b>Terms of payment</b>	Advertising rates and conditions are based on general terms of Going International and on "Allgemeine Anzeigenbedingungen des Österreichischen Zeitschriftenverbandes", gazetted in the "Wiener Zeitung" of January 26th, 1980. Stipulated venue is Vienna, Austria.	

*This international course directory provides information ... on more than 2,500 study and master programmes, workshops and conferences.*

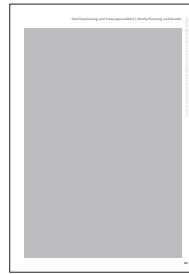
**Deutsche Gesellschaft für Tropenmedizin und Internationale Gesundheit e.V.**

# Advertisement Formats and Prices

All prices are in Euro, plus 5 % ad tax and 20 % VAT

## Colour ad

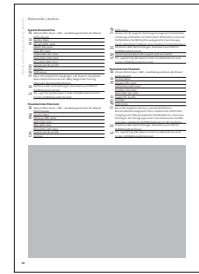
	<i>breadth x height</i>	<i>Euro</i>
1/1 full page (bleed)	210 x 297	2.230,00
1/1 type space	173 x 252	2.230,00
1/2 upright	83,5 x 252	1.380,00
1/2 cross	173 x 124	1.380,00
1/3 cross	173 x 84	1.280,00
1/4 upright	83,5 x 124	890,00
1/4 cross	173 x 65	890,00



1/1 page  
173 x 252 (b x h)

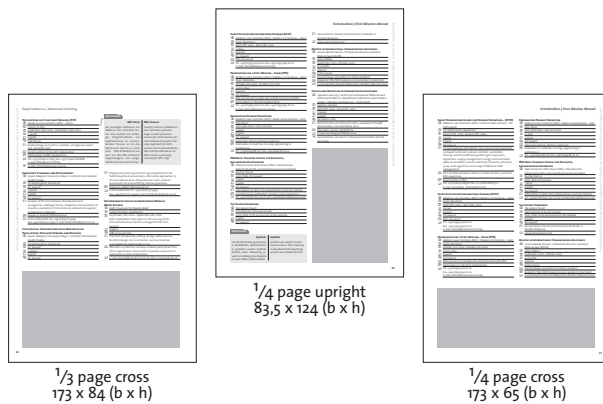


1/2 page upright  
83,5 x 252 (b x h)



1/2 page cross  
173 x 124 (b x h)

## B/W-ad (only type area formats)



1/3 page cross  
173 x 84 (b x h)

1/4 page upright  
83,5 x 124 (b x h)

1/4 page cross  
173 x 65 (b x h)

	<i>breadth x height</i>	<i>Euro</i>
1/1 type space	173 x 252	1.670,00
1/2 upright	83,5 x 252	1.030,00
1/2 cross	173 x 124	1.030,00
1/3 cross	173 x 84	960,00
1/4 upright	83,5 x 124	670,00
1/4 cross	173 x 65	670,00

### Inserts

1 sheet below 20 g, placing not specified and delivered exempt on off charges. EUR 250,00 per 1000 copies.

For further details, please contact Mrs. Wein.

### Extra charges

20 % for placement on inside back cover.

Inside front cover: see special offers on the following pages.

Supplement for placement inside the publication, on request.

You will find additional formats and **special offers on the following pages!**

*Topics range from disaster management and emergency medicine to humanitarian assistance.*

**Natural Hazards Centre at the University of Colorado, Boulder**

# Our Special Offers for You

All prices are in Euro, plus 5 % ad tax and 20 % VAT

## Special Editions

Place your logo (4c) exclusively on front cover and make “medicine & health” *your personal* course catalogue.

Your logo on front cover: € 3.400,00  
plus the costs for your print-run

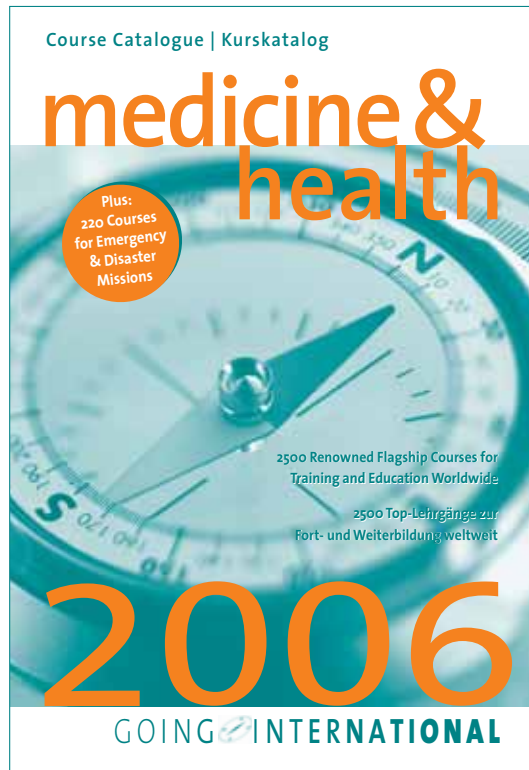
### Our package offers for you:

Your logo on front cover (€ 3.400,00) **PLUS**

- a. 100 copies à 31,77 = € 6.577,00
- b. 200 copies à 29,86 = € 9.372,00
- c. 300 copies à 28,59 = € 11.977,00

Benefit from purchasing a special edition by presenting **your personal foreword and your picture** on page 3 of the course catalogue at printing costs:

- Offer a. € 330,00
- Offer b. and upwards € 270,00



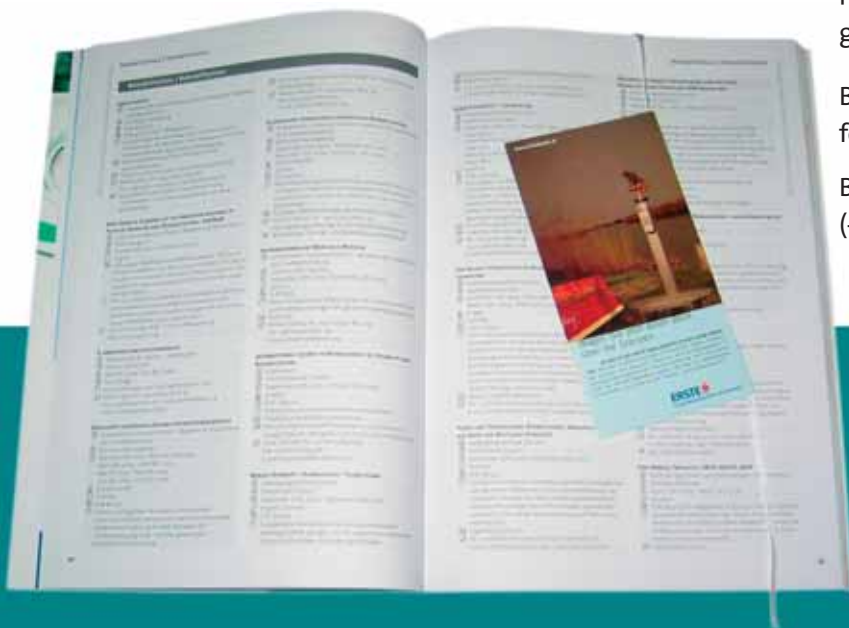
## 4c Bookmark

Produced on glossy image printing paper, format 85 x 160 mm and attached with a textile ribbon, the bookmark guarantees you highest presence on every page of the course catalogue.

Bookmark one-sided  
format 85 x 160 mm € 2.800,00

Bookmark double-sided  
(+ your individual format): € 3.800,00

*The bookmark – for our readers an indispensable component of the course catalogue, for your product an excellent advertising space.*



## Sponsoring

Your contribution to the printing costs makes it possible that “medicine & health” reaches doctors and public health decision makers in poorer and less-industrialised or developing countries. The name of your company and/or your B/W logo is indicated on page 2 (imprint).

Minimum contribution: € 300,00

## Inside Front Cover plus Flap

This special offer drastically enhances your presence. The covers (front and back) have a flap, format 80 x 297. The placement of your ad on the back cover, as well as overlapping on front of the flap extends your presence to all pages of the course catalogue. The backside of the flap contains editorial information for the reader.

Back cover plus 4c flap: € 3.800,00

## Info-box, B/W

If you would like to grant your company logo, website or information text presence in the course catalogue but don't want to place a traditional ad, use the possibility of an info-box.

breadth 83,5 mm, per mm height: € 3,00/MM

breadth 173 mm, per mm height: € 7,00/MM

## Bargains

starting from a net order amount of

EUR 3.000,00: \* 3 % DISCOUNT

EUR 6.000,00: 5 % DISCOUNT

EUR 7.000,00: 7 % DISCOUNT

\* This order amount corresponds to the insertion of a one-page 4c ad plus the purchase of 26 copies.

It will be a pleasure for us to calculate additional package prices for you.

Please contact

Phone: +43/(0)1/798 25 27  
ads@goinginternational.org



Our special offer “inside front cover + flap” guarantees highest attention and presence for your product.

... an excellent addition to HINARI-WHO and BMJWA Health Information Resource Centres in promoting the dissemination of health information ...

*British Medical Journal West Africa*

Initiativen zur strukturierten und ... kommentierten Darstellung von Fortbildungsangeboten sind sehr begrüßenswert ... einen Lichtblick stellt hier der Kurskatalog »medicine & health« dar.

*Business Solutions Medicine Online*

Der Kurskatalog ... liefert prägnant Hintergrundinformation und schafft die Basis für eine fundierte, internationale Weiterbildung.

*Journal of Public Health*

... besonders übersichtlich dargestellt sind die Kursinhalte, ergänzt um Hinweise zu Qualifikationen und Teilnahmebedingungen ...

*Deutsches Ärzteblatt*

»medicine & health« forms a guideline for targeted education and career planning for physicians in all fields, pharmacologists, nurses, medical students and experts in healthcare interested in further training.

*European Hospital*

Companies and organisations which have already used the course catalogue as a platform for their advertisements (selection)

Altana Pharma • Arrow • AUSTR[ICA] – Austrian Postgraduate Assembly  
Dräger Medical • European Hospital • Grünenthal • Novartis Pharma  
Pfizer Corporation • Schering • STI Swiss Tropical Institute  
Vienna School of Clinical Research

## IMPRINT

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