


Advertising Rates 2024  
effective October 1st, 2023

# Die Onkologie

— Official Journal of the Deutsche Krebsgesellschaft e.V. (DKG)  
(German Cancer Society)



Target group	Exclusive subscription journal for the core target group of " <b>Specialists in oncology and hematology</b> " who are primarily involved in clinical oncology. Special attention is given to Specialists in Internal Medicine, Gynecology and Urology with a focus on Oncology/Hematology as well as specialists in Dermatooncology, Surgery and Radiation Oncology.
Characteristics	<p><b>Die Onkologie</b> covers in a practical way with questions of diagnosis and therapy of cancer diseases and provides clear approaches and proven concepts from all areas of oncology and hematology. Special attention is given to internal, gynecological and urological oncology, dermatooncology, radiation oncology and oncological surgery.</p> <p>At the center of each issue is a leading topic (<b>Leitthema</b>) with reviews - like an interdisciplinary tumor board - that summarizes all available knowledge and the entire range of diagnosis and therapy in an evidence-based manner and conveys it with concrete recommendations for action in daily practice. The articles are planned by an independent editorial board and written by renowned experts. In line with the individual leading topic, the new section <b>Studien</b> presents current research studies related to the guiding theme.</p> <p>Articles in the section <b>CME Zertifizierte Fortbildung</b> (CME Certified Continuing Education) offer the "state of the art" in scientific research and can be used for individual continuing education. Sections such as <b>Epidemiologie</b> (Epidemiology), <b>Psychoonkologie</b> (Psychooncology), <b>Palliativmedizin und Supportivtherapie</b> (Palliative Care</p>

	and Supportive Therapy), <b>Onkologiekongresse</b> (Oncology Conferences), <b>Journal Club</b> and <b>Was Patienten fragen</b> (What Patients Ask) deepen interdisciplinary knowledge on the care of tumor patients. The new sections <b>Update Onkologie</b> and <b>Translationale Onkologie</b> present scientific concepts in order to implement them directly in the clinic ("bench to bedside") and questions that arise in the clinic in the sense of a reverse translation ("bedside to bench"). The News & Views section provides information on new products and active ingredients from the industry.
Publication frequency	12 issues per year (monthly)+ 1 special issue "30-year anniversary"
Affiliation	» Official Journal of the German Cancer Society
Editor	K. Höffken, Düsseldorf C. Bruns, Köln H. Schmidberger , Mainz
Print-run	2.500 copies
Subscription	744 copies
Total circulation	2.146 copies IVW, 2. Quarter 2023
Reader Survey	LA-MED Onkologie-Studie  geprüft Onkologie-Studie 2018



**Journal size** 210 mm wide x 279 mm high  
**Bleed size** add 3 mm to trim size to all sides

**Printing method** offset printing  
**Printing material** electronic data preferred

Ad sizes and rates	type area Width x Height	trim size Width x Height	b/w- Rates
Back cover	174 x 240 mm	210 x 279 mm	€ 3.950,-
Inside front cover	174 x 240 mm	210 x 279 mm	€ 3.800,-
1/1 page	174 x 240 mm	210 x 279 mm	€ 3.300,-
1/2 page vertical	85 x 240 mm	100 x 279 mm	€ 2.150,-
1/2 page horizontal	174 x 115 mm	210 x 135 mm	€ 2.150,-
1/3 page vertical	54 x 240 mm	72 x 279 mm	€ 1.600,-
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1/4 page vertical	85 x 115 mm	100 x 135 mm	€ 1.325,-
1/4 page horizontal	174 x 55 mm	210 x 65 mm	€ 1.325,-
Other formats on request.			

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Discounts	Frequency discount	Space discount
(within one year)	3 x = 3 %	3 pages = 5 %
	6 x = 5 %	6 pages = 10 %
	12 x = 10 %	12 pages = 15 %
	18 x = 15 %	18 pages = 20 %

## Combined discount with the following Springer Medizin journals:

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 »best practice onkologie »FORUM DKG »Im Fokus Onkologie  
 »InFo Hämatologie + Onkologie

Colour charges	4-color-rate	1/1 page	€ 1.700,-
(not subject to		1/2 page	€ 1.275,-
any discount)		1/3 page	€ 850,-

<b>Bound inserts</b>	2-page insert	€ 5.530,-
	4-page insert	€ 11.060,-

<b>Loose inserts</b>	per commenced 25 g per thousand	€ 1.400,-
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Bound and loose inserts are not subject to any discount.

Formats and technical data on request.

<b>Terms of payment</b>	Net 30 days after receipt of our invoice; 2 % cash discount if paid within 14 days of invoice date; 3 % cash discount if paid in advance of publication.
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<b>Remittance to</b>	<b>Springer Medizin Verlag GmbH</b> Deutsche Bank AG, Berlin, IBAN: DE33 1007 0000 0588 2188 00 BIC: DEUTDEBBXXX
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## Publication schedule 2024

Issue No.	Month	Publication date	Closing date	Deadline ad copy	Deadline for inserts
1	January	23.01.	02.01.	02.01.	11.01.
2	February	05.02.	11.01.	15.01.	24.01.
<b>30-Year-Anniversary</b>					
SA1	February	07.02.	15.01.	17.01.	26.01.
3	March	01.03.	07.02.	09.02.	20.02.
4	April	02.04.	07.03.	12.03.	21.03.
5	May	03.05.	10.04.	12.04.	23.04.
6	June	03.06.	08.05.	13.05.	22.05.
7	July	01.07.	06.06.	10.06.	19.06.
8	August	01.08.	09.07.	11.07.	22.07.
9	September	02.09.	08.08.	12.08.	21.08.
10	October	02.10.	09.09.	11.09.	20.09.
11	November	04.11.	10.10.	14.10.	23.10.
12	December	02.12.	07.11.	11.11.	20.11.

All dates 2024 unless noted otherwise; subject to alterations.

**Please refer to the separate "ANNUAL CONGRESS & CONTENT PREVIEW ONCOLOGY/PRINT 2024" for CONGRESS ISSUES and ISSUE TOPIC-Themes.**

**Format**

Artwork should be supplied at the correct advert size, as a PDF to PDF/X3 standard (version 1.3, reduced transparency).

**Bleed**

Advertisements running to the edge of the page must be created with a 3 mm bleed added to all edges.

**Illustrations**

Create coloured illustrations in CMYK mode or convert them to CMYK.  
Spot colours are not allowed.

**Resolution**

All images should have a resolution of at least 300 dpi.

**Black text**

Please define black text as pure black (C0 M0 Y0 K100).

**Grey text**

Please define grey text as achromatic as well. Coverage in the black channel between 84.9 % and 100 % are not allowed (C0 M0 Y0 K0-84,9 %).

**Ink coverage and print profile**

The maximum ink coverage should not exceed 300 % - print profile: ISOcoated\_v2\_300.

The print profile ISOcoated\_v2\_300 may be found here:

<http://www.eci.org/doku.php?id=de:downloads>

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(Journal\_issue\_customer\_210x279.pdf).

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