

MEDICAL TRIBUNE.cz

Mediakit 2024

- The only newspaper about medical science, clinical practice and healthcare. Thanks to its 20,000 circulation and average 2.3 readers per copy, its total readership includes 46,000 doctors, pharmacists, and other healthcare professionals.
- A wide range of medical science and clinical medicine topics as well as healthcare organization, management and financing in the country and abroad.

target audience

Private and hospital physicians, general practitioners, pharmacists, stomatologists, and other medical fields' specialists, administration representatives.

technical specifications

<i>circulation</i>	20,000 copies
<i>number of pages</i>	24–40 pages (newspaper format)
<i>format</i>	297 × 440 mm
<i>periodicity</i>	20 issues/year
<i>distribution</i>	To the addresses of subscribers; distribution at specialized congresses, conferences, seminars and exhibitions

with medical tribune, you will reach

- 5,500 members of Society of General Practice CMA JEP
- 4,500 subscribers from other medical fields, mainly internal medicine
- 1,500 surgeons (CSS CMA JEP)
- 750 oncologists (COS JEP – Czech Oncology Society)
- 600 diabetes doctors in cooperation with Diabetes Association ČR
- 1,620 hospital management personnel
- 1,120 pharmaceutical industry management personnel
- 400 medicine and pharmacy faculties' management personnel and opinion leaders in all medical disciplines, professional societies' chairpersons, medical societies' and associations' representatives
- participants of all major congresses, conferences and seminars in the Czech republic
- medicine and pharmacy faculties' students

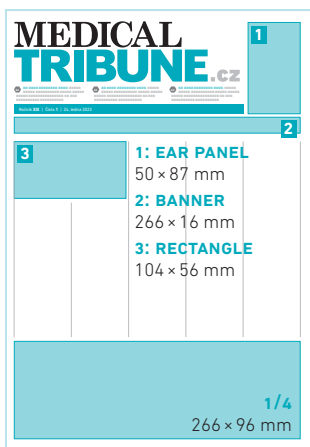


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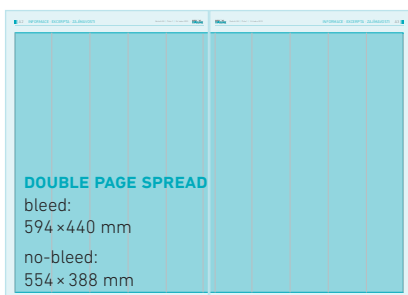
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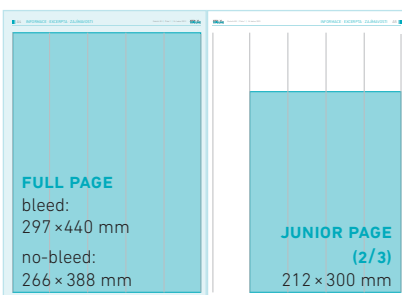


front page			
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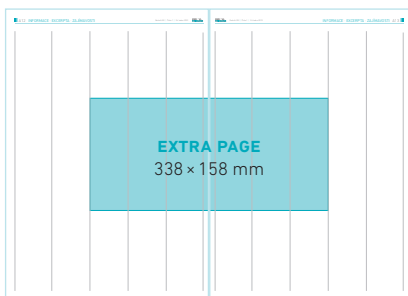
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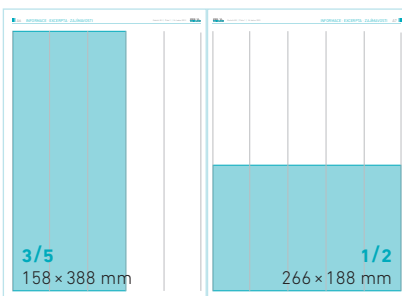
DOUBLE PAGE SPREAD CZK 170,000



FULL PAGE CZK 114,000
JUNIOR PAGE CZK 88,000



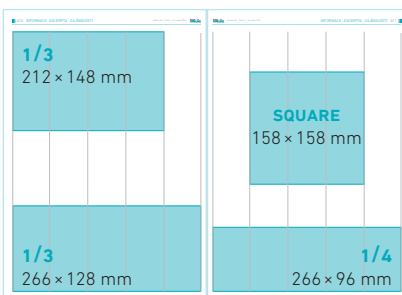
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1/5 CZK 32,000



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- Substantial discounts in case of large number of ad pages ordered or payment in advance.

schedule 2024

no	deadline	publish
1	8. 1.	16. 1.
2	5. 2.	13. 2.
3	4. 3.	12. 3.
4	18. 3.	26. 3.
5	2. 4.	9. 4.
6	15. 4.	23. 4.
7	29. 4.	7. 5.
8	20. 5.	28. 5.
9	3. 6.	11. 6.
10	17. 6.	25. 6.
11	15. 7.	23. 7.
12	5. 8.	13. 8.
13	2. 9.	10. 9.
14	16. 9.	24. 9.
15	30. 9.	8. 10.
16	14. 10.	22. 10.
17	29. 10.	5. 11.
18	11. 11.	19. 11.
19	25. 11.	3. 12.
20	9. 12.	17. 12.