

20 23

**Media data
online**

No. 24, valid from 1 January 2023



Official Organ of the German
Association for Podiatry (ZFD)

Foto: Ambosse/Adobe Stock

DER FUSS

Fachzeitschrift für Podologie und Fußpflege

A brand of C. Maurer Fachmedien GmbH & Co. KG

TEAM



EDITOR-IN-CHIEF

Cornelia Meier

Tel. +49 (0)7331 30708-11
meier@maurer-fachmedien.de



**SALES MANAGEMENT
ADVERTISING MARKET**

Sibylle Lutz

Tel. +49 (0)511 35319830
kontakt@verlagsbuero-lutz.de



EDITING

Christina Baumgartner

Tel. +49 (0)7331 30708-13
baumgartner@maurer-fachmedien.de



**ASSISTANT
SALES MANAGEMENT
ADVERTISING MARKET**

Sophie Dahlke

Tel. +49 (0)511 35319832
beratung@verlagsbuero-lutz.de



EDITING

Annette Switala

Tel. +49 (0)7331 30708-12
switala@maurer-fachmedien.de



ORDERMANAGEMENT

Gabriele Meyer-Dahms

Tel. +49 (0)7331 30708-20
anzeigen@maurer-fachmedien.de



**ADVERTISING MARKETING MANAGEMENT &
BUSINESS DEVELOPMENT**

Andreas Huber

Tel. +49 (0)7331 30708-18
huber@maurer-fachmedien.de

ADVERTORIALS

Advertorials are the efficient instrument of content marketing and strengthen your viewability in the market. We can offer you an addressing geared to the target-group and a wide reach.



You are looking for further digital advertising forms?

At www.der-fuss.de/mediadaten you can find successful customer campaigns combined in one case. We are happy to advise you.

PRINT ADVERTORIALS

Advertorial 1/1 page

Text with 5,600 signs (incl. blanks), pictures in format 55 x 70 mm (1 column) or 115 x 45 mm (two columns), 300 dpi resolution with caption max. 400 sign each*, runtime 4 weeks **3,720.00 EUR**

Advertorial 1/2 page

Text with 2,800 signs (incl. blanks), pictures in format 55 x 70 mm (1 column) or 115 x 45 mm (two columns), 300 dpi resolution with caption max. 400 sign each*, runtime 4 weeks **2,815.00 EUR**

* if a caption and pictures are used, the caption and picture signs must be subtracted from the overall text-sign-volume

ONLINE ADVERTORIALS

AdVert09

Text with 900 signs (incl. blanks) + 2 pictures **960.00 EUR**

AdVert18

Text with 1,800 signs (incl. blanks) + 4 pictures + video **1,455.00 EUR**

AdVert36

Text with 3,600 signs (incl. blanks) + 10 pictures + 2 videos **2,470.00 EUR**

CROSSMEDIA ADVERTORIALS

Crossmedia package 1 consisting of

Advertorial 1/1 page (details see above)
 AdVert18 (details see above)
 2 Teaser notes in newsletter
 2 social media posts **5,175.00 EUR**
Your package price 4,655.00 EUR

Crossmedia package 2 consisting of

Advertorial 1/2 page (details see above)
 AdVert18 (details see above)
 2 Teaser notes in newsletter
 2 social media posts **4,270.00 EUR**
Your package price 3,840.00 EUR

VIDEO

Present your offers/products in a video in a more entertaining and lasting way.

VIDEO AD

The Video format is positioned at the start page and in the heart of the editorial contents. The video is visible for the user when scrolling, it starts automatically and plays silently.

Format:	YouTube-Link
Positioning at start page:	Beneath the second article
Positioning at article level:	After the second paragraph

Advantages

Videos are entertaining, easy to consume and are thus preferred by the online-audience. With the combination of picture and sound or music, videos are excellently suited to impart complex facts easy-to-understand within a short time. This is especially beneficial for products and services in need of explanation, whose advantages or functions can be optimally communicated with spots, explanatory videos or tutorials. But also as crisis communication videos can actively participate to provide transparency and clarity.

Prices/runtime

910.00 EUR / runtime 2 weeks



WEBSITE & NEWSLETTER

Page impressions: 29,580

Visits: 21,856

Unique User: 12,966

Average values from

September 2021 – August 2022

(Effective September 2022)

Subscribers: 3,945

Opening rate 25.30 %

(Effective August 2022)

WWW.DER-FUSS.DE

Brief profile

The web portal der-fuss.de is one of the most important contact point for podiatry and chiropody in Germany. Topically and with a practical orientation the specialist editorial team of the journal DER FUSS accounts online recent developments of podiatry in Germany – and elsewhere.

Current news from science and health politics, legal and business tips around practice management, topics on association and professional policy, advice on dealings with clients, patients and staff turn der-fuss.de into a central contact point for practice owners, podiatrists, chiropodists and students of podiatry.

der-fuss.de is the web portal of DER FUSS, the official organ of the German Association for Podiatry (ZFD) [Deutscher Verband für Podologie e.V.]

Target groups

Podiatrists, chiropodists, practice owners

THE FUSS NEWSLETTER

Brief profile

Fast, topical and targeted: Every other week on Friday DER-FUSS.de informs practice owners, podiatrists, chiropodists and students of podiatry via the newsletter in a competent way. Already more than 4,000 enthusiastic subscribers receive customized news, product reports and specialized articles via the DER-FUSS.de newsletter – conveniently in their email-inbox. This turns the Der FUSS newsletter into the ideal advertising media for product presentations and event information. Regularly published topic newsletters round out the offer.

DER-FUSS.de is the online platform of DER FUSS, the official organ of the German Association for Podiatry [Deutscher Verband für Podologie e.V.] (ZFD). Its approximately 4,000 members receive DER FUSS within the framework of their association membership.

Target groups

Podiatrists, chiropodists, practice owners

Publication frequency

Dispatch of newsletter every other week (every Friday)

WEBSITE &












NEWSLETTER

Discounts (for orders within 12 months):

3 insertions	5 %
6 insertions	10 %
12 insertions	15 %

Type of advertising Display ads	Desktop & Tablet		Mobile		Prices per months in EUROS
	Positioning	Size in Pixel (w x h)	Positioning	Size in Pixel (w x h)	

WEBSITE

Leaderboard (Superbanner)	 1)	728 x 90	 1)	300 x 75	715,00
Skyscraper / Expandable Skyscraper	 1)	120 x 600 120 x 600 und 420 x 600	 1)	300 x 50 300 x 50	760,00 975,00
Medium Rectangle	 2)	300 x 250	 1)	300 x 250	840,00
Wallpaper	 1)	960 x 90 + 120 x 600	 1)	300 x 75	1.340,00
Billboard	 3)	970 x 250	 1)	300 x 75	920,00 (2 weeks)
Halfpage Ad	 1)	300 x 600	 1)	300 x 600	1.070,00

NEWSLETTER

Banner	4)	Max. 900 x 200, data volume max. 80 kB	710,00
Text-Bild/Logo-Anzeige	4)	Text max. 400 signs; picture 350 px wide (horizontal format); Data volume max. 80 kB	945,00

1) Complete Website/rotation (max. 3 clients)

2) Complete Website, right page area/rotation (max. 3 clients)

3) Start page/rotation (max. 3 clients)

4) Not discountable

STAND-ALONE- NEWSLETTER

As „little brother“ of the conventional newsletter, our stand-alone-newsletter communicates your – and exclusively your – product or brand message to a selected group of recipients.



STANDING-ALONE- NEWSLETTER

Brief profile

Use our data bank for the direct addressing of our target groups. With a Stand-alone-newsletter you send your communication content directly to the email-mailbox of our specialized groups of recipients

Target groups

Podiatrists, chiropodists, practice owners

Price

Per dispatching 2,250.00 EUR

Required Material

- Editorial headline and editorial text (max. 350 signs incl. blanks and picture source)
- Editorial picture (600 x 350 Pixel)
- 3 – 5 text articles (max. 235 signs incl. blanks)
- 3 – 5 pictures (290 x 200 Pixel) and picture sources
- Text for the subject line of the Stand-alone-newsletter (max. 40 signs incl. blanks)
- Target URLs

Shipment of advertising material

10 days before start of campaign

ONLINE- SEMINAR

***Multimedia, location-independent and many-sided –
the Webinar is the means of choice for product schoolings,
further training and advanced education.***



ONLINE SEMINAR

Many things simply can be talked about best personally. Unfortunately this is possible only in a limited way these days. Completely without obligation to wear a mask, our online seminars offer the possibility to present your products and services and to communicate with your target group.

We provide the participants and the technology and support you with the moderation, so that you can focus entirely on your topic and your customers. Within 30 minutes you can impart the most important facts and you will receive interesting contacts that you can further work on. And: You can use the recording subsequently for further advertising. A bonus for your image is provided on top.

Price

Per seminar 2,500.00 EUR

**You will find further information on the topic at www.maurer-fachmedien.de –
or just ask us:**

Sibylle Lutz

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