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Official Organ of the German
Association for Podiatry (ZFD)

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DER FUSS

Fachzeitschrift für Podologie und Fußpflege

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

MEDIA PENETRATION

& BRIEF PROFILE

503.087

Potential contact possibilities per year for you*

Decision makers read DER FUSS.

DER FUSS is the market leader in the area of podiatry/chiropractic in Germany. The established industry journal provides substantiated expert knowledge. Additionally podiatrists can find practically relevant usage and treatment examples in DER FUSS.

Topical news from science and health policy, legal and business tips around practice management, topics related to associations and professional policies, tips on the dealings with customers, patients and staff turn the journal DER FUSS into a must-read for practice owners, podiatrists, chiropractors and podiatry students.

DER FUSS is published bimonthly in the middle of the month and it is the official organ of the German Association for Podiatry [Deutscher Verband für Podologie e.V.] (ZFD) – **podo** Germany. Its approximately 4,000 members receive DER FUSS in the framework of their association membership.

Target groups: Podiatrists, chiropractors and practice owners

51.275

Copies/year

Print run/issue	7.325
Circulation/issue	7.242
Paid circulation/issue	5.126

1.556

Followers

Facebook	892
XING	664

449.640

Contacts via websites + newsletters/year

der-fuss.de	29.580 PI/month
Newsletter	3.945 recipients/release

616

Participants of e-learnings as well as digital and in-person sessions



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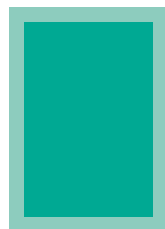
TOPIC &

DATES 2023

Issue	Main topic	Trade fair dates 2023	Closing date ads Closing date printing material	Erscheinungs- termin
1/2	The foot in old age and its treatment • Topic news letter on 17 February 2023	• <i>TheraPro, Stuttgart, 3 – 5 February 2023</i>	6 December 2022 13 December 2022	17 January 2023
3/4	Sustainability in podiatry practices • Trade fair issue Beauty Düsseldorf • Trade fair newsletter Beauty Düsseldorf on 17 March 2023 • Topic news letter on 14 April 2023	• <i>Beauty Forum Swiss, Zurich, 5 – 6 March 2023</i> • <i>Annual meeting AG Fuß, Berlin, 17 – 18 March 2023</i> • <i>Beauty International, Düsseldorf, 31 March – 2 April 2023</i> • <i>Trends of Beauty, Graz, 15 – 16 April 2023</i> • <i>Podologie-Kongress Leipzig, 23 April 2023</i> • <i>Beauty Business Day, Hamburg, 29 April 2023</i>	20 February 2023 28 February 2023	15 March 2023
5/6	Learning and teaching podiatry • Topic news letter on 12 June 2023	• <i>Cosmetica, Hanover, 6 – 7 May 2023</i> • <i>DEWU Deutscher Wundkongress, Bremen, 10 – 12 May 2023</i> • <i>Beauty Business Day, Leipzig, 13 May 2023</i> • <i>Diabetes Congress 2023, Berlin, 17 – 20 May 2023</i> • <i>Fuß- und Medical-Beauty-Kongress, Baden, Switzerland, 18 June 2023</i>	21 April 2023 28 April 2023	16 May 2023
7/8	Nail braces and nail prosthetics • Topic news letter on 18 August 2023		20 June 2023 30 June 2023	18 July 2023

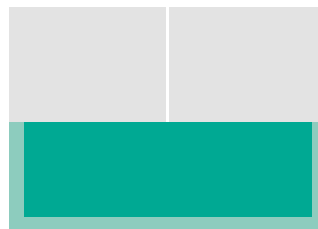
9/10	<p>Practice management and practice organization</p> <ul style="list-style-type: none"> • Topic news letter on 29 September 2023 • Trade fair newsletter Beauty Forum Munich on 13 October 2023 • Trade fair newsletter FUSS 2023 on 27 October 2023 	<ul style="list-style-type: none"> • <i>Cosmetica Wiesbaden, 16 – 17 September 2023</i> • <i>8. ORTHOPÄDIE SCHUH TECHNIK International trade fair and congress, Cologne, 20 – 21 October 2023</i> • <i>Beauty Forum, Munich, 28 – 29 October 2023</i> 	18 August 2023 30 August 2023	15 September 2023
Special-Issue	<p>Compliance and Diabetic Foot Syndrome</p> <ul style="list-style-type: none"> • Topic news letter on 14 November 2023 		21 September 2023 04 October 2023	18 October 2023
11/12	<p>Diabetes</p> <ul style="list-style-type: none"> • Topic news letter on 8 December 2023 • With wall planner + Further education guide 2024 	<ul style="list-style-type: none"> • <i>FUSS 2023, Kassel, 10 – 11 November 2023</i> • <i>Diabetes Herbsttagung 2023, Leipzig, 17 – 18 November 2023</i> • <i>Cosmetica, Berlin, 18 – 19 November 2023</i> • <i>6. Nürnberger Wundkongress, Nuremberg, 23 – 24 November 2023</i> 	19 October 2023 31 October 2023	15 November 2023

ANZEIGEN- FORMATE

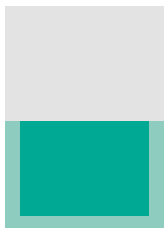


1/1 page
Inner section
B: 210 x 297 mm
T: 185 x 262 mm

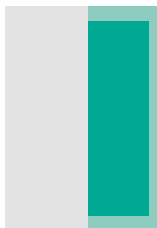
**Front inside cover,
Page 3 of cover,
back outside cover**
B: 210 x 297 mm



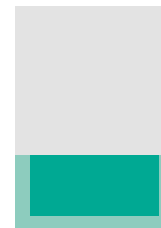
2/2 page horizontal
B: 420 x 149 mm
T: 404 x 130 mm



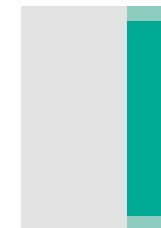
1/2 page horizontal
B: 210 x 149 mm
T: 185 x 130 mm



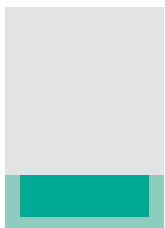
1/2 page vertical
B: 100 x 297 mm
T: 90 x 262 mm



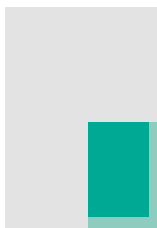
1/3 page horizontal
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T: 185 x 87 mm



1/3 page vertical
B: 69 x 297 mm
T: 59 x 262 mm



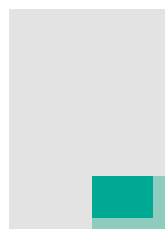
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T: 185 x 65 mm



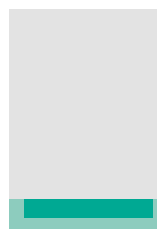
1/4 page vertical
B: 100 x 149 mm
T: 90 x 130 mm



1/6 page vertical
B: 69 x 149 mm
T: 59 x 130 mm



1/8 page horizontal
B: 100 x 84 mm
T: 90 x 65 mm



1/8 page footstrip
B: 210 x 51 mm
T: 185 x 32 mm



1/8 page vertical
B: 53 x 149 mm
T: 43 x 130 mm

B: Bleed format plus circulating 3mm trapping, essential design elements must be placed within 10mm inside of rim

T: Type area format

Further formats upon request

AD RATES

Ads (without fixed positioning)

	Black/White	4 colours
1/1 page	2,185.00 EUR	3,535.00 EUR
1/2 page	1,270.00 EUR	2,230.00 EUR
1/3 page	1,010.00 EUR	1,970.00 EUR
1/4 page	725.00 EUR	1,685.00 EUR
1/6 page	500.00 EUR	1,460.00 EUR
1/8 page	370.00 EUR	955.00 EUR

Ads over type area, bleed ads 10 % surcharge on basic price
black/white (text part)

In case of fixed positioning: 15 % surcharge on the black/white price

Special positioning

Cover page 2	4,145.00 EUR
Cover page 3	3,925.00 EUR
Cover page 4	4,295.00 EUR
1/1 page in contents (p. 5)	4,105.00 EUR

Classified ads (not discountable)

Reduced millimeter price for podiatrists, chiropractors
and health professionals per column 90mm wide

Vacancies (incl. 4 weeks online at der-fuss.de)	4.15 EUR
Purchases, sales, business connections	3.80 EUR
Job applications	2.55 EUR
Box number fee	9.75 EUR

Industry ads	5.00 EUR
Colour surcharge per scale colour each	305.00 EUR

»Strong brands« (not discountable)

Per millimeter 1-column, 43 mm wide, black and white	1.80 EUR
Per millimeter 1-column, 43 mm wide, 4 colours	3.95 EUR
Entries in alphabetic order, minimum deal 6 months.	

DISCOUNTS & CONDITIONS

Single colour surcharges (discountable)

1 colour Euroscale	450.00 EUR
1/2-page and smaller from Euroscale	320.00 EUR
1/8-page and smaller from Euroscale	195.00 EUR
1 special colour (HKS, Pantone)	860.00 EUR

Discounts in case of orders within 12 months

Quantity discount:

2/1 Seiten	5 %
4/1 Seiten	7,5 %
6/1 Seiten	10 %

Series discount:

3 Anzeigen	5 %
6 Anzeigen	10 %

Classified ads, inserts, technical additional costs and shipping fees
are not discountable.

Colour surcharges, stuffer mailer and mm-ads are discountable.

All prices are plus VAT.

Contractual basis are our current general terms and conditions.

You can find these at der-fuss.de/agb

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