

# 20 24

## Media data print

No. 24, valid from 1 January 2024



Official Organ of the German  
Association for Podiatry (ZFD)

# DER FUSS

Fachzeitschrift für Podologie und Fußpflege

# MEDIA PENETRATION

## & BRIEF PROFILE

# 484.071

**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

# 55.650

### Copies/year

Print run/issue	7.9505
Circulation/issue	7.728
Paid circulation/issue	5.117

# 1.664

### Followers

Facebook	1.008
XING	656

# 425.808

### Contacts via websites + newsletters/year

der-fuss.de	29.196 Pl/month
Newsletter	3.144 recipients/release

# 949

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



checked

# TEAM



**EDITOR-IN-CHIEF**

**Andreas Bertits**

Tel. +49 (0)7331 30708-11  
andreas.bertits@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



**ORDERMANAGEMENT**

**Gabriele Meyer-Dahms**

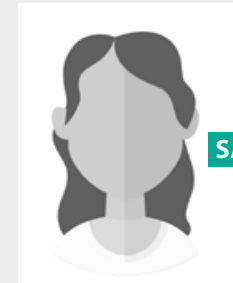
Tel. +49 (0)7331 30708-20  
anzeigen@maurer-fachmedien.de



**EDITING**

**Annette Switala**

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



**SALES ASSISTANT**

**Ophelie Gaspa**

Tel. +49 (0)7331 30708-26  
ophelie.gaspa@maurer-fachmedien.de

# TOPIC &

# DATES 2024

Issue	Main topic	Trade fair dates 2024	Closing date ads Closing date printing material	Date of - publication
1/2	• Foot diseases	<ul style="list-style-type: none"> <li>• EXPO Riva Schuh &amp; Gardabags, Riva del garda, 13. – 16.01.2024</li> <li>• 32nd Annual meeting AG Diabetischer Fuß, Osnabrück, 23. – 24.02.2024</li> <li>• TheraPro, Stuttgart, 26. – 28.01.2024</li> </ul>	13 December 2023 <b>22 December 2023</b>	15 January 2024
3/4	<ul style="list-style-type: none"> <li>• Orthoses</li> <li>• Burnout in podiatry</li> <li>• Trade fair edition Beauty Düsseldorf</li> <li>• Trade fair newsletter Podologie-Kongress Leipzig</li> </ul>	<ul style="list-style-type: none"> <li>• Shoes Düsseldorf, Düsseldorf, 03. – 05.03.2024</li> <li>• Trends of Beauty, Graz, 13. – 14.04.2024</li> <li>• Beauty Business Day, Hamburg, 20.04.2024</li> <li>• Beauty International, Düsseldorf, 22. – 24.03.2024</li> </ul>	16 February 2024 <b>28 February 2024</b>	15 March 2024
5/6	<ul style="list-style-type: none"> <li>• Foot and nail fungus</li> <li>• Billing for beginners and refreshers</li> </ul>	<ul style="list-style-type: none"> <li>• Beauty Business Day, Leipzig, 04.05.2024</li> <li>• Podiatry-Congress Leipzig, 05.05.2024</li> <li>• 57. Diabetes Congress, Deutsche-Diabetes-Gesellschaft (DDG), Berlin, 08. – 11.05.2024</li> <li>• DEWU-Deutscher Wundkongress, Bremen, 15. – 17.05.2024</li> <li>• Cosmetica, Friedrichshafen, 15. – 16.06.2024</li> </ul>	15 April 2024 <b>25 April 2024</b>	15 May 2024
7/8	<ul style="list-style-type: none"> <li>• Diabetes</li> <li>• Prescriptions for remedies in the area NF</li> </ul>	<ul style="list-style-type: none"> <li>• Cosmetica, Dortmund, 07. – 08.09.2024</li> </ul>	17 June 2024 <b>27 June 2024</b>	15 July 2024

9/10

- Hygiene
- Digitalization

- *Cosmetica Wiesbaden, 21. – 22.09.2024*
- *Beauty Forum, München, 26. – 27.10.2024*
- *Gut zu Fuss Meeting, Stuttgart, tba*

19 August 2024  
**29 August 2024**

16 September  
2024

**Special-  
Issue**

- Mobile pedicure

16 September 2024  
**26 September 2024**

15 October  
2024

11/12

- Practice equipment
- Nail clasps

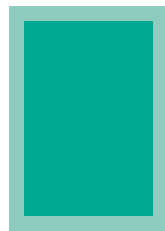
• With wall planner + Further education guide 2025

- *FUSS 2024, Kassel, 08. – 09.11.2024*
- *Cosmetica, Berlin, 16. – 17.11.2024*
- *DDG Diabetes Herbsttagung, Hannover, 22. – 23.11.2024*
- *Swiss Beauty Couvention, Zürich, 24. – 25.11.2024*
- *7. Nürnberger Wundkongress, Nürnberg, 04. – 07.12.2024*

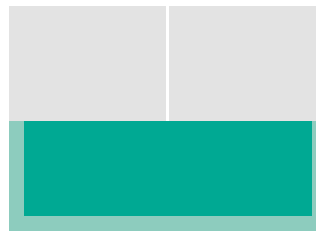
17 October 2024  
**29 October 2024**

15 November  
2024

# AD FORMATS



**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

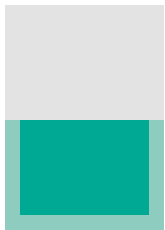


**2/2 page horizontal**  
 B: 420 x 149 mm  
 T: 404 x 130 mm

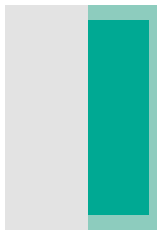
**B:** Bleed format plus circulating 3mm trapping, essential design elements must be placed within 10mm inside of rim

**T:** Type area format

*Further formats upon request*



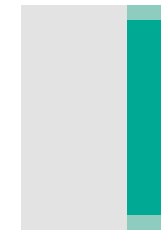
**1/2 page horizontal**  
 B: 210 x 149 mm  
 T: 185 x 130 mm



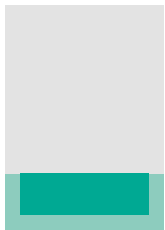
**1/2 page vertical**  
 B: 100 x 297 mm  
 T: 90 x 262 mm



**1/3 page horizontal**  
 B: 210 x 106 mm  
 T: 185 x 87 mm



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



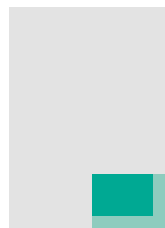
**1/4 page horizontal**  
 B: 210 x 84 mm  
 T: 185 x 65 mm



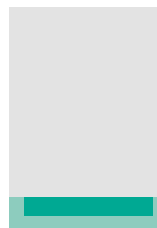
**1/4 page vertical**  
 B: 100 x 149 mm  
 T: 90 x 130 mm



**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

# AD RATES

## Ads (without fixed positioning)

	Black/White	4 colours
1/1 page	2,235.00 EUR	3,585.00 EUR
1/2 page	1,300.00 EUR	2,260.00 EUR
1/3 page	1,035.00 EUR	1,995.00 EUR
1/4 page	740.00 EUR	1,700.00 EUR
1/6 page	510.00 EUR	1,470.00 EUR
1/8 page	375.00 EUR	960.00 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	4,245.00 EUR
Cover page 3	4,020.00 EUR
Cover page 4	4,400.00 EUR
1/1 page in contents (p. 5)	4,200.00 EUR

## Classified ads (not discountable)

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

Vacancies (incl. 4 weeks online at <a href="http://der-fuss.de">der-fuss.de</a> )	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 pages	5 %
4/1 pages	7,5 %
6/1 pages	10 %

#### Series discount:

3 ads	5 %
6 ads	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](http://der-fuss.de/agb)

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