

## BASIC SPECIFICATION OF THE TITLE

**year:** VI.  
**periodicity:** fortnightly (24 issues + 5 specials)  
**distribution:** subscribers, state and private medical facilities, members of professional associations, pharmaceutical companies, professional congresses, conferences and trade fairs, etc.  
**subscription price:** annual subscription CZK 2,000, including the newspaper Ze ZDRAVOTNICTVÍ  
**technical specifications:** 34–40 + 4 pages, format 210 x 297 mm, paper UPM BRITE 76C, 52 g/m<sup>2</sup>, binding V1 sewn, print 4/4 colour

## CHARACTERISTICS OF THE TITLE

### Profi Medicína

The fortnightly for professional healthcare workers is intended for **medical community only** - physicians of all specializations. The content includes professional subject-related articles, which are compiled in cooperation with recognized physicians in the field. It also focuses on congress reporting.

### Profi Medicína speciál

Monothematic appendices on given topics: Oncology (March), Mother and Child (March, June, September, November), Rheumatology (May), Diabetes (October),

### BASIC VALUES:

**Expertise** – is the basic synonym of the fortnightly, guaranteed by close cooperation with leading experts, professional companies, medical facilities, insurance companies and other professional institutions across the healthcare sector.

**Cooperation** – close cooperation with leading experts, professional companies, medical facilities, insurance companies and other professional institutions across the medical segment is the basic principle of the fortnightly.

**Comprehensibility** – Profi Medicína places great emphasis on processing professional topics in an understandable way while maintaining high professional quality.

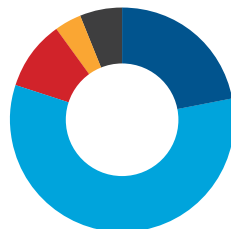
## STATISTICAL DATA

### SUBSCRIBERS:



Inpatient care incl. hospitals	29%
Outpatient clinics	9%
General ambulance	26%
Specialized ambulance	14%
Pharmacy - pharmacies, distributors and manufacturers of medicines	8%
Educational institutions - universities, high schools, organizers of courses, congresses and seminars	3%
Management - state administration, health management. equipment	11%

### INPATIENT CARE:



University Hospitals	22%
Other hospitals	58%
Nursing	10%
Spas and health resorts	4%
Others – hospices, etc.	6%

### OUTPATIENT CARE:

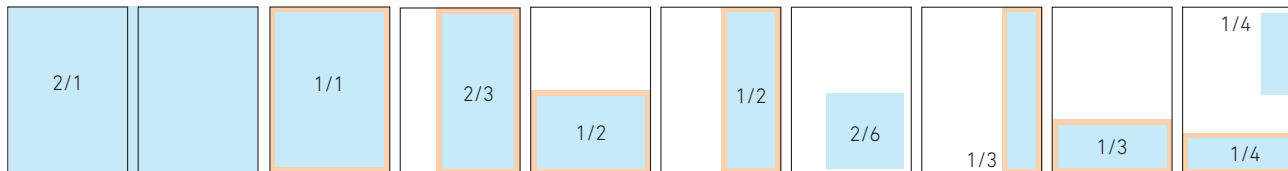
internal medicine	18%	neurology and psychiatry	15%
cardiology	4%	urology	3.5%
rheumatology	0.8%	dermatovenerology	4%
diabetology and endocrinology	2.5%	oncology	3%
gastroenterology and hepatology	2%	medicine practitioners	35%
pneumology, allergology and ENT	10%	others	2.2%

**SCHEDULE 2021**

ISSUE NUMBER	ADVERTISING DEADLINE	DATE OF ISSUE	TOPIC: SPECIAL SUPPLEMENTS
1	30. 12.	11. 01.	–
2	15. 01.	25. 01.	–
3	29. 01.	08. 02.	–
4	12. 02.	22. 02.	–
5	26. 02.	08. 03.	–
6	12. 03.	22. 03.	–
Special	19. 03.	29. 03.	Oncology
7	26. 03.	06. 04.	–
8	09. 04.	19. 04.	–
Special	16. 04.	26. 04.	Vaccinology
9	23. 04.	03. 05.	–
10	07. 05.	17. 05.	–
Special	14. 05.	24. 05.	Rheumatology
11	28. 05.	07. 06.	–
12	11. 06.	21. 06.	–
13-14	09. 07.	19. 07.	–
15	30. 07.	09. 08.	–
16	13. 08.	23. 08.	–
17	27. 08.	06. 09.	–
18	10. 09.	20. 09.	–
Special	17. 09.	27. 09.	Neurology
19	24. 09.	04. 10.	–
20	08. 10.	18. 10.	–
Special	15. 10.	25. 10.	Diabetes
21	22. 10.	01. 11.	–
22	05. 11.	15. 11.	–
Special	19. 11.	29. 11.	Gastro-hepatology
23	26. 11.	06. 12.	–
24	10. 12.	20. 12.	–

## ADVERTISING FORMATS AND PRICES

### PROFI MEDICINA



FULL A4 FORMAT	DIMENSIONS MIRROR	DIMENSION BLEED*	PRICE (excl. VAT)	Cover	
2/1 page	N/A	420 × 297 mm	119,000 CZK	2 <sup>nd</sup> Cover page	91,000 CZK
1/1 page	188 × 270 mm	210 × 297 mm	79,000 CZK	3 <sup>rd</sup> Cover page	86,000 CZK
2/3 page height	124 × 260 mm	135 × 297 mm	55,000 CZK	4 <sup>th</sup> Cover page	109,000 CZK
1/2 page width	188 × 127 mm	210 × 149 mm	45,000 CZK		
2/6 page height	124 × 127 mm	není	39,000 CZK		
1/3 page width	188 × 83 mm	210 × 102 mm	35,000 CZK		
1/3 page height	60 × 260 mm	70 × 297 mm	35,000 CZK		
1/4 page width	188 × 61 mm	210 × 80 mm	24,000 CZK		
1/4 page height	92 × 127 mm	není	24,000 CZK		

\*bleed printing size requires + 5 mm bleed

**The prices of advertising, ancillary services and processed quotations are always quoted net of VAT.**

## TECHNICAL SPECIFICATIONS OF ADVERTISING

**Dimensions mirror / bleed. 5 mm have to be added to bleed printed advertisements to get the final format. In the case of two-page dimensions, we require each page as a separate document.**

**Form of documents:** Printable, composite pdf in version 1.4 without transparency. Colour image resolution and grayscale at least 300 dpi, black and white (line art) 1200 dpi. RGB colours and spot colours must be converted into the CMYK space. Bleed printed advertisements set up its offset to 5 mm. They are always listed without VAT. The sum of the excerpt colours should not exceed 350%. We recommend using the ICC Profile FOGRA 27 to convert to CMYK. The font size should not be smaller than 7 points.

## ADVERTISING

**Senior Key Account Manager:** Josef Müller, josef.muller@a11.cz, tel.: 774 488 904  
**Senior Key Account Manager:** Ing. Magdalena Etzlerová, magda.etzlerova@a11.cz, tel.: 605 227 178  
**Senior Key Account Manager:** Vladimír Kačenga, vladimir.kacenga@a11.cz, tel.: 732 951 981

## EDITORIAL STAFF

**Editorial Office:** Ortenovo náměstí 36, 170 00 Praha 7, tel.: 603 239 737  
**Editor in Chief:** Ing. Šárka Spáčilová, sarka.spacilova@a11.cz  
**Website:** www.zezdravotnictvi.cz  
**Facebook:** www.facebook.com/zezdravotnictvi.cz



## Healthcare and Social Care Professional Forum

### ZÁKLADNÍ SPECIFIKACE TITULU

<b>year:</b>	VI.
<b>periodicity:</b>	fortnightly (24 issues)
<b>distribution:</b>	subscribers and controlled distribution to min. 150 state and private medical facilities, outpatient clinics and members of professional associations + professional congresses, conferences and trade fairs
<b>annual subscription price:</b>	<b>for physicians:</b> including the magazine Profi Medicína 2000 CZK, <b>for non-physicians:</b> 1700 Kč
<b>technical specifications:</b>	8 pages, format 297 x 420 mm, UPM BRITE 76C paper, 52 g/m <sup>2</sup> , unbound, 4/4 colour print

### CHARACTERISTICS OF THE TITLE

**Fortnightly newspaper for patients, physicians, nurses, non-medical healthcare professions, state administration managers and people interested in their health and healthy lifestyles. The newspaper is a traditional fortnightly for health and healthcare segment, social care and social services.**

The newspaper provides healthcare news, health-related news, focusing on the Czech Republic and the world. It supports concern for human health, brings clear and understandable instructions and advice on taking care of yourself and loved ones. It informs about modern scientific discoveries, brings comments and glosses of leading personalities working in politics, health care and social services. It brings information about what is happening in health care facilities across the country.

Thematic editions (see schedule) include interviews with medical personalities and health facility managers and other experts on the subject. The title also includes a personnel section, specific release dates are part of the schedule.

### ADVERTISING

<b>Senior Key Account Manager:</b>	Josef Müller, josef.muller@a11.cz, tel.: 774 488 904
<b>Senior Key Account Manager:</b>	Ing. Magdalena Etzlerová, magda.etzlerova@a11.cz, tel.: 605 227 178
<b>Senior Key Account Manager:</b>	Vladimír Kačenga, vladimir.kacenga@a11.cz, tel.: 732 951 981

### EDITORIAL STAFF

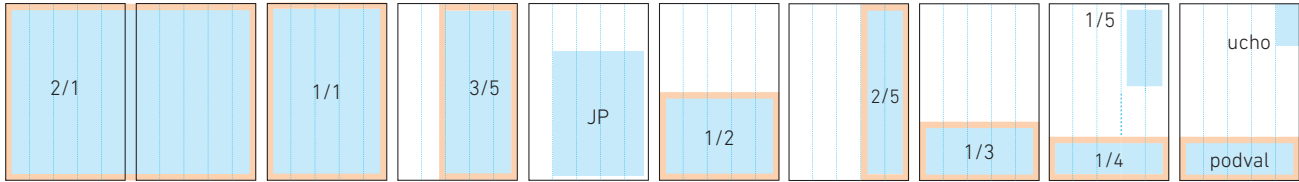
<b>Editorial Office:</b>	Ortenovo náměstí 36, 170 00 Praha 7, tel.: 603 239 737
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<b>Website:</b>	www.zezdravotnictvi.cz
<b>Facebook:</b>	www.facebook.com/zezdravotnictvi.cz

**SCHEDULE 2021**

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1	30. 12.	11. 01.	–
2	15. 01.	25. 01.	–
3	29. 01.	08. 02.	Weight loss, detox
4	12. 02.	22. 02.	Oral hygiene
5	26. 02.	08. 03.	–
6	12. 03.	22. 03.	Allergies
7	26. 03.	06. 04.	–
8	09. 04.	19. 04.	Happy ageing
9	23. 04.	03. 05.	–
10	07. 05.	17. 05.	Dermatology, healthy sunbathing
11	28. 05.	07. 06.	Healthy exercise
12	11. 06.	21. 06.	–
13-14	09. 07.	19. 07.	–
15	30. 07.	09. 08.	Digestion
16	13. 08.	23. 08.	
17	27. 08.	06. 09.	Cardiology
18	10. 09.	20. 09.	–
19	24. 09.	04. 10.	Immunity, vaccination
20	08. 10.	18. 10.	–
21	22. 10.	01. 11.	Diabetes
22	05. 11.	15. 11.	–
23	26. 11.	06. 12.	Health for Christmas
24	10. 12.	20. 12.	–

## ADVERTISING FORMATS AND PRICES

### ZE ZDRAVOTNICTVÍ



#### FULL A3 FORMAT

#### DIMENSION MIRROR

#### PRICE (excl. VAT)

Format	Dimension (mm)	Price (CZK)
2/1 page	572 x 396 mm	154,000 CZK
1/1 page	275 x 396 mm	100,000 CZK
3/5 page	163 x 396 mm	71,000 CZK
1/2 page	275 x 195 mm	59,000 CZK
Junior Page (JP)	219 x 293 mm	54,000 CZK
2/5 page	107 x 396 mm	50,000 CZK
1/3 page	275 x 130 mm	45,000 CZK
1/4 page	275 x 98 mm	32,000 CZK
1/5 page	107 x 195 mm	23,500 CZK
Title – Ear	51 x 85 mm	50,000 CZK
Title – Rafter	275 x 98 mm	65,000 CZK

#### Classified advertisement (pages 6-7)

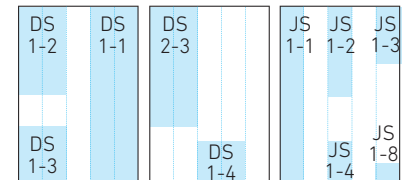
– up to 5 lines	550 CZK
– up to 10 lines	1 100 CZK
– up to 15 lines	1 600 CZK
– up to 20 lines	2 000 CZK
– up to 30 lines	2 900 CZK

For every additional 10 lines CZK 900.

#### PERSONNEL ADVERTISEMENT ON PAGES 6-7

Format	Dimension (mm)	Price (CZK)
DS 1-1	107 x 369 mm	25,000 CZK
DS 2-3	107 x 244 mm	16,000 CZK
DS 1-2	107 x 182 mm	12,000 CZK
DS 1-3	107 x 120 mm	8,000 CZK
DS 1-4	107 x 89 mm	6,000 CZK
JS 1-1	51 x 369 mm	15,000 CZK
JS 1-2	51 x 182 mm	5,500 CZK
JS 1-3	51 x 120 mm	4,000 CZK
JS 1-4	51 x 89 mm	3,000 CZK
JS 1-8	51 x 42 mm	2,000 CZK

JS - Single Column  
DS - Double Column



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## ADVERTISING ON THE WEBSITE WWW.ZEZDRAVOTNICTVI.CZ

Leaderborad	998x200 px	(unit / week)	30,000 CZK
Skycryper	300x600 px	(unit / week)	20,000 CZK
Banner	300x300 px	(unit / week)	15,000 CZK
PR article		(unit / week)	20,000 CZK
Personal advertising		(unit / week)	5,000 CZK