med-congress

2027

Media Data



MEDICAL CONFERENCES, TRAINING COURSES AND E-LEARNING PROGRAMMES

GERMAN AND FRENCH

NEWSPAPER MED-CONGRESS

- National and international training courses sorted by medical specialty
- 6 issues per year personally addressed
- 10,000 copies (7,500 German/2,500 French)

ONLINE MED-CONGRESS.INFO

- Simple search and online registration function
- Publishing details of training courses, conferences and webinars using an online registration tool
- More than 58,000 page views per month
- Public and login-protected areas

E-NEWSLETTER MED-CONGRESS UPDATE

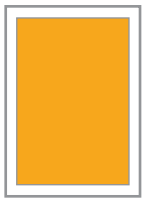
- A personalised monthly e-newsletter sent to more than 26,000 HCPs
- Current subject-specific training courses «at a glance»

DATES MED-CONGRESS NEWSPAPER

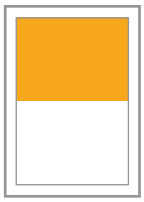
Issue	Advert deadline	Publication date
Nº 1	29/01/2027	12/02/2027
Nº 2	19/03/2027	02/04/2027
Nº 3	21/05/2027	04/06/2027
Nº 4	06/08/2027	20/08/2027
Nº 5	08/10/2027	22/10/2027
Nº 6	26/11/2027	10/12/2027

ADVERTISEMENTS

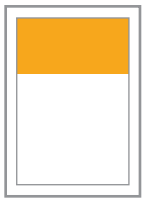
PRODUCT LISTINGS IN THE MED-CONGRESS NEWSPAPER



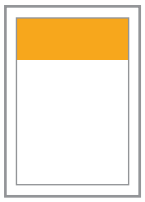
1/1 page
218 x 297 mm
CHF 6,700.00



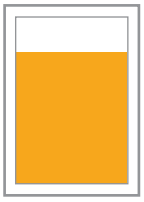
½ page landscape
218 x 144 mm
CHF 3,900.00



⅓ page landscape
218 x 96 mm
CHF 2,900.00



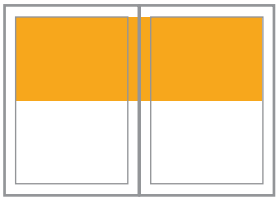
¼ page landscape
218 x 76 mm
CHF 2,250.00



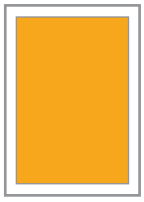
Front page
218 x 244 mm
CHF 7,600.00



4. Outside back cover
218 x 297 mm
CHF 7,600.00



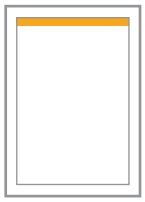
Panorama
456 x 144 mm
CHF 7,800.00



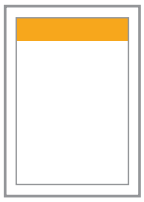
Publication report, Medical reports
218 x 297 mm
CHF 4,700.00

CHF 450.00 for each additional language per placement (excluding BK and eligible for a discount).
Other formats and supplements in the newspaper are available on request.

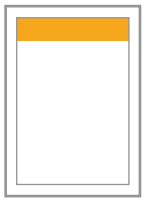
CONFERENCE ADVERTISEMENTS



Directory listing
218 x 12 mm
CHF 160.00



Congress highlight*
218 x 39 mm
CHF 1,080.00



Banner advert
218 x 39 mm
CHF 870.00

CONTACT

CHF 250.00 for each additional language per placement (excluding BK and eligible for a discount); does not apply to directory listings.
*Special placement in the med-congress newspaper

TECHNICAL SPECIFICATIONS

MED-CONGRESS NEWSPAPER

Circulation
10,000 copies
(7,500 German/2,500 French)

Frequency of publication
6 x per year

Newspaper format
238 x 320 mm

Printing area
218 x 283 mm

Print data/data delivery
High resolution PDF,
EPS or InDesign files

Image resolutions
At least 300 dpi

Submission of print files
To med-congress@just-medical.com

Colour
Four-colour print

Prices
All Prices are exclusive of 8.1% VAT

just-medical! • Blegistrasse 5 • 6340 Baar • Phone +41 41 766 11 55 • Fax +41 41 766 11 56
med-congress@just-medical.com • www.med-congress.info

BANNER

AT WWW.MED-CONGRESS.INFO AND IN THE E-NEWSLETTERS

	Dimensions	for 12 months or longer**	6 – 11 months**	1 – 5 months**
1 **Half banner***	720 x 120 pixels	CHF 670.00	CHF 810.00	CHF 950.00
2 **Skyscraper banner* (excl. newsletters)**	160 x 600 pixels	CHF 950.00	CHF 1'140.00	CHF 1'330.00
Additional specialties		CHF 250.00	CHF 300.00	CHF 350.00

- Publication in the open or login-protected section
- Links to abbreviated product information and references
- Publication in German and French
- Including detailed statistics
- The e-newsletters are published monthly and are tailored to specific target groups

FIND OUT MORE AT **www.hc-agentur.com**



BANNER IN MED-DRUGS UPDATE D/F

3 **med-drugs update*** Once a month, 26,000 doctors and pharmacists in Switzerland, 720 x 120 Pixel, D/F	CHF 960.00/shipment

med-drugs is the comprehensive and up-to-date online encyclopaedia covering all medicines authorised in Switzerland, designed specifically for doctors, pharmacists, nursing staff, medical students and anyone who works with medicines in a professional capacity.

* Design of the banner: png, jpg, gif CHF 540.00 German/French, Skyscraper banner HTML-5, MP4 CHF 640.00 per language.
** Price per month

MED-BANNER SURVEY (OCTOBER TO DECEMBER)

SWISS DOCTORS AND PHARMACISTS ASSESS DIGITAL BANNERS

• Publication costs per banner (German and French)*	CHF 4,950.00
• Design of the banner (based on an existing advert):	
png, jpg, gif	CHF 540.00 German/French
HTML-5, MP4	CHF 640.00 per language
• Recruitment of participants via various login-protected channels	
• Publication of the survey results	

*15% discount when you buy three or more banners from the same company. We recommend booking well in advance.

MULTICHANNEL PACKAGE

SUBJECT-SPECIFIC AND TARGETED ACROSS THREE CHANNELS

This package combines **print, online and e-newsletter** to maximise reach within the healthcare sector.

med-congress newspaper



med-congress.info and e-newsletters



	12 months	6 months	3 months	
Advert ¼ page landscape in the **med-congress newspaper** (circulation: 10,000 German and French)	6	3	2	Issues
Half-banner advertisement in the chosen speciality on **www.med-congress.info** (more than 58,000 page views/month)	12	6	3	Months
Subject-specific banner in **«med-congress update»** (to approx. 26,000* HCPs)	12	6	3	E-newsletter
Subject-specific banner in **«med-jobs update»** (to approx. 24,000* HCPs)	12	6	3	E-newsletter
Subject-specific banner in **«doc-market update»** (to approx. 31,000* HCPs)	12	6	3	E-newsletter
Total	CHF 15'500.00	CHF 9'400.00	CHF 5'800.00	

Incl. banner layout German/French and advert ¼ page landscape German/French (based on an existing advert).

* Figures for Switzerland (target audience size for Germany, Austria and France available on request). See also www.med-address.com.

PUBLICATION OF CONFERENCES AND WEBINARS (LISTING)

ONLINE, E-NEWSLETTER AND PRINT*

	Base price	Price per listing
5-issue subscription	CHF 190.00	CHF 38.00
10-issue subscription	CHF 330.00	CHF 32.00
20-issue subscription	CHF 570.00	CHF 28.00
Annual subscription	CHF 1'530.00	

CONTACT

* Print listings can only be guaranteed if they appear in one of the following specialty areas and the event takes place more than two weeks after the publication date of the med-congress newspaper (see page 1): General Internal Medicine, Dermatology, Diabetology, Gastroenterology, Gynaecology, Cardiology, Neurology, Oncology, Paediatrics, Respiratory Medicine, Psychiatry, Rheumatology, Urology. For further specialties, see www.med-address.com.