

SAT – SWISS ARCHIVES OF VETERINARY MEDICINE Journal

Total print run: 3100 copies

The Swiss Archives of Veterinary Medicine (SAT) is the oldest veterinary journal in the world. It was first published in 1816 and celebrated its 200th anniversary in 2016. The journal is published monthly in German and French and reaches members of the Swiss Veterinary Society as well as other interested parties in Switzerland and abroad. The journal serves to spread veterinary knowledge and promotes the attractiveness and reputation of the veterinary profession.

The veterinary journal

The SAT publishes review and original papers, case reports and related tutorials, presentations and satellite articles and answers to questions from all areas of veterinary medicine and related sciences.

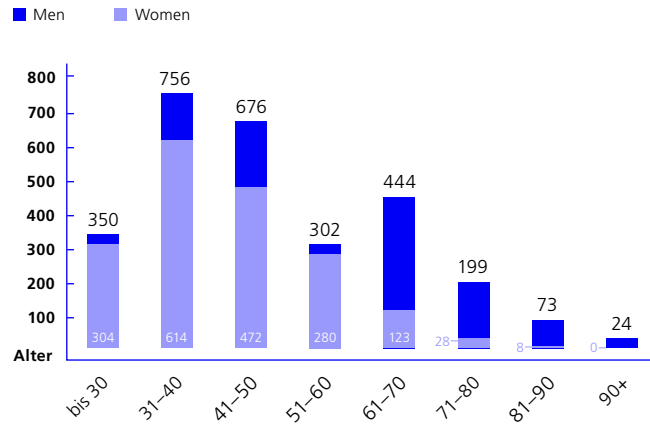
A strong veterinary profession

The Swiss Archives of Veterinary Medicine (SAT) is the official organ of the Society of Swiss Veterinarians. It provides information on the latest professional and association policy developments and provides helpful contributions from the fields of law and economics. It also publishes notices from the sections, news and reports on activities, conferences and further education, news from the Vetsuisse Faculties of Zurich and Bern and reviews of veterinary books.



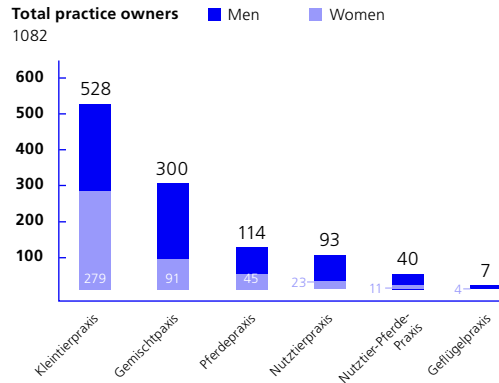
Readership

Members by age and gender



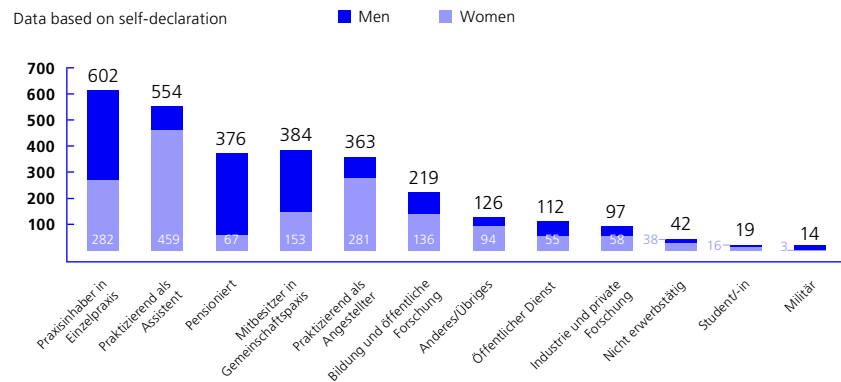
Practice owners

Information is based on self-declaration, multiple answers are possible

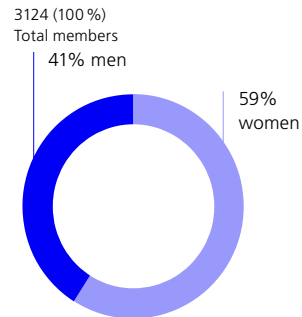


Main activities

Data based on self-declaration



Gender distribution



Publisher



Gesellschaft Schweizer Tierärztinnen und Tierärzte
 Société des Vétérinaires Suisses
 Società delle Veterinarie e dei Veterinari Svizzeri

The Swiss Veterinary Society (GST) represents the professional interests of over 3000 members as an umbrella organisation. The self-employed or employed veterinarians are active in the most diverse areas of animal health and are also committed to their profession as members of the 30 specialist and regional sections.

On the back pages of the SAT-Mediadata you will find the current socio-demographic indicators of our SAT readers. In 2013, the Society of Swiss Veterinarians celebrated its 200th anniversary. In 1816, GST published the prestigious scientific journal Schweizer Archiv für Tierheilkunde (SAT) for the first time. In 2016 the journal became 200 years old and is thus the oldest still existing veterinary journal in the world.

MEDIA DATA

Technical details

Edition

3100 copies,
Members and subscribers

Languages

GST-Bulletin: German/French
Scientific papers are published in one of the Swiss national languages or in English.

Readership

The SAT is available to all 3000 veterinarians who are members of the Society of Swiss Veterinarians and to free subscribers in Switzerland and abroad.

Technical data

Format: 210 × 297 mm
Type area: 156 × 262 mm
Paper: coated

Print material

PDF/X-4 as per ISO 15930-7
300 ppi, CMYK, fonts embedded,
3 mm bleed
Guide under pdfx-ready.ch

Display / Set / Print

Stämpfli AG, Bern
staempfli.com

General Terms and Conditions of Business

See under staempfli.com/mediadaten

Compensation for activity

If booked advertisements are cancelled or changed after the advertising deadline, we will charge an administrative expense allowance.

Data processing / design

Adjustments, creative services (image and text editing), corrections etc. will be charged separately according to time and effort.

Discounts / Commission

Contract discount
3 times 5%, 6 times 10%, 9 times 12%, 11 times 15%. 25% discount on job and continuing education advertisements (cannot be cumulated with other discounts).

Advisory commission

For recognised advertising agencies and agents 10% of the net price.

Editor / Publisher

Gesellschaft Schweizer Tierärztinnen und Tierärzte (GST)
Brückfeldstrasse 18
3012 Bern
Telefon 031 307 35 35
gstsvs.ch

Responsible for the scientific editing
Dr. med. vet. Hanspeter Steinmetz

Responsible for the editorial office GST-Bulletin
Björn Ittensohn

Pharmaceutical Advertising Regulation

The Ordinance on the Advertising of Medicinal Products (AWV) regulates the advertising of ready-to-use medicinal products for human and veterinary medicine to specialists and the general public.

See under: admin.ch/opc/de/classified-compilation/20011778/index.html

Advertising for veterinary medicinal products to health care professionals

Ethics, accuracy, actuality, balance, fairness and no misleading information about veterinary medicinal products must be observed as generally applicable principles for the advertising of and information to health care professionals. The material used for advertising and information to health care professionals must support the correct assessment of the benefits and risks of a veterinary medicinal product and its correct use.

VetPharma Code of Conduct (VetPK):

The Code of Conduct of the veterinary pharmaceutical industry of the scienceindustries trade association regulates in particular the advertising of veterinary medicinal products to health care professionals in Switzerland.

See below:


scienceindustries.ch/engagements/vet-pharmakodex

All prices in CHF, please add 7,7% VAT.


Formats and prices

Prices (colour or black and white)

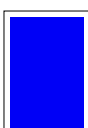
2/1 Page (Panorama)
426 x 303 mm
5151.–




1/1 Page edge dropping
216 x 303 mm
3295.–




1/1 Page
185 x 254 mm
3295.–



1/2 Page up edge dropping
111 x 303 mm
2402.–




1/2 Page up
92,5 x 254 mm
2402.–




Special offer: With a 25% surcharge on the above prices, your advertisement will appear in both the German and also in the French part.

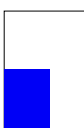
1/2 Page horizontal edge dropping
216 x 154,5 mm
2402.–



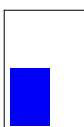
1/2 Page horizontal
185 x 127 mm
2402.–




1/4 Page up edge dropping
111 x 154,5 mm
1742.–




1/4 Page up
92,5 x 127 mm
1742.–



1/4 Page horizontal edge dropping
216 x 80,25 mm
1742.–



1/4 Page horizontal
185 x 63,5 mm
1742.–



Publication frequency and dates

The magazine is published monthly with a double issue July/August.

| Issue no. | Advertising deadline | Publication dates | Special topics |
|-----------|----------------------|-------------------|----------------|
| 1 | 15.12.2021 | 05.01.2021 | |
| 2 | 20.01.2021 | 03.02.2021 | |
| 3 | 17.02.2021 | 03.03.2021 | |
| 4 | 20.03.2021 | 01.04.2021 | |
| 5 | 21.04.2021 | 05.05.2021 | |
| 6 | 19.05.2021 | 03.06.2021 | |
| 7/8 | 19.06.2021 | 01.07.2021 | |
| 9 | 18.08.2021 | 01.09.2021 | |
| 10 | 20.09.2021 | 04.10.2021 | |
| 11 | 19.10.2021 | 02.11.2021 | |
| 12 | 17.11.2021 | 01.12.2021 | |

Specials

Special placements

| Cover pages | | |
|----------------|-------------------------|--------|
| Size | Format (width x height) | Price |
| 2nd cover page | 216 x 303 mm | 3695.– |
| 3rd cover page | 216 x 303 mm | 3483.– |
| 4th cover page | 216 x 303 mm | 4095.– |

Back cover Table of contents

| Size | Format (width x height) | Price |
|---------|-------------------------|--------|
| 1/1Page | 216 x 303 mm | 3483.– |

Product information

| Description | Price |
|--|-----------|
| If you book 1/1 page advertisement, you will receive 1/1 product info page in the same issue on request. The content of the product info page must refer to the product in the advertisement. | for free |
| Plus page production costs (layout) (characters incl. spaces: 2800 de / 2800 fr + 1 image) | 85.–/page |

Publireportage / News from the industry / Market information

| Description | Price |
|---|-----------|
| 1/1 Page (number of characters: 5500 without image) | 3295.– |
| PR texts are marked with the words «Publireportage», «News from the industry» or «Market information». In principle, layout, typesetting and pre-press are carried out by Stämpfli AG. Delivered data are adapted. A «Good for Print» is obtained before publication. | |
| Plus page production costs | 85.–/Page |

Supplements / Bound inserts

Maximum format: 200 x 287 mm

| | | Price |
|-------------------|----------------------------|--------|
| Advertising value | 2-sided | 3220.– |
| | 4-sided | 4880.– |
| Technical costs | Inserting (supplement) | 180.– |
| | Bound in (bound insert) | 70.– |
| Porto | Supplement (up to 50 g) | 325.– |
| | Bound inserts (up to 50 g) | 50.– |

Card sticker on front page

| | Price |
|-----------------------------|--------|
| Advertising value | 3800.– |
| Technical costs: on request | |

Band roller around the magazine

| | Price |
|-----------------------------|--------|
| Advertising value | 4095.– |
| Technical costs: on request | |

Online

Online-Advertising on gstvs.ch – from spring 2021

Ad format 1: Halfpage Ad / Mobile: Wideboard or Medium Rectangle

Ad format 2: Wideboard or Medium Rectangle / Mobile: Wideboard or Medium Rectangle

Target group: Veterinary surgeons

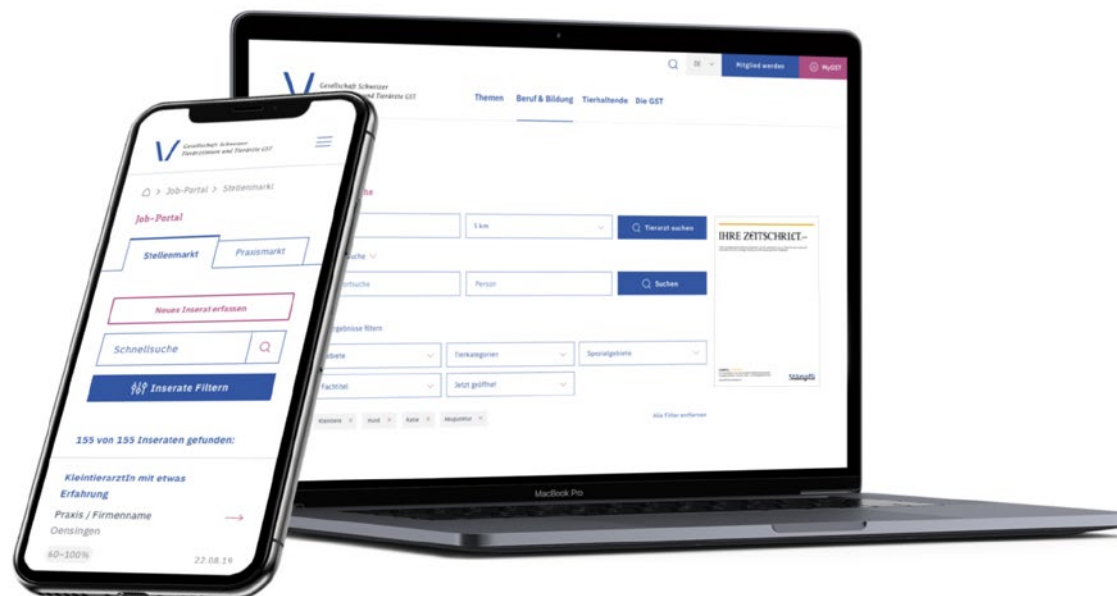
| Advertising place | Advertising format | 2 weeks | 1 month | 2 months | 3 months |
|-------------------|--------------------|---------|---------|----------|----------|
| Job-Portal | 1 | 480.– | 900.– | 1620.– | 2364.– |
| Job-Portal | 2 | 460.– | 890.– | 1602.– | 2136.– |
| Events | 1 | 460.– | 890.– | 1602.– | 2136.– |
| Events | 2 | 440.– | 850.– | 1530.– | 2040.– |
| myGST | 1 | 480.– | 900.– | 1620.– | 2364.– |
| myGST | 2 | 460.– | 890.– | 1602.– | 2136.– |

Zielgruppe: Tierhaltende

| Advertising place | Advertising format | 2 weeks | 1 month | 2 months | 3 months |
|-------------------|--------------------|---------|---------|----------|----------|
| Veterinary Finder | 1 | 480.– | 900.– | 1620.– | 2364.– |
| Veterinary Finder | 2 | 460.– | 890.– | 1602.– | 2136.– |
| Pet owners | 1 | 480.– | 900.– | 1620.– | 2364.– |
| Pet owners | 2 | 460.– | 890.– | 1602.– | 2136.– |

Target group: TPA

| Advertising place | Advertising format | 2 weeks | 1 month | 2 months | 3 months |
|-------------------|--------------------|---------|---------|----------|----------|
| tpa.amv.ch | 1 | 480.– | 900.– | 1620.– | 2364.– |
| (Microsite) | 2 | 460.– | 890.– | 1602.– | 2136.– |



STÄMPFLI LTD.

Communication – person to person

Specialized media are our forte. We market their electronic and printed advertising space and the associated portals and channels. In doing so, we are in active contact with the publishers, the editorial offices and you, the advertising customers. Our goal is your success. We are happy to advise you throughout the whole process, from the conception until the implementation. We know the requirements and particularities of each publication, portal and advertising format. This is how we ensure that your message appears with the best design, at the right place, in the desired format, at the right time and in the right advertising medium.

Would you like an overall consultation, a cost calculation or do you have other questions about the offer? Please do not hesitate to contact us. We look forward to hearing from you.



Your contact people at Stämpfli LTD.



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