Advertising Rates 2010
effective January 1st, 2010

**Pediatric Radiology**

— Official Journal of the European Society of Pediatric Radiology
— Society for Pediatric Radiology
**Affiliation**
Official Journal of the European Society of Pediatric Radiology and the Society for Pediatric Radiology

**Editor-in-Chief**
S. Chapman, Birmingham
T. L. Slovis, Detroit

**Profile**
*Pediatric Radiology* is devoted to the various aspects of diagnostic imaging in children and fetal imaging. It reports on progress and results from all areas of pediatric radiology and related fields.

**Science Citation Index**
Impact Factor 1.186 (2008)
Section „Radiology, Nuclear Medicine & Medical Imaging”, Rank 66 of 90
Section „Pediatrics”, Rank 47 of 86

**Publisher**
Springer-Verlag GmbH

**Advertising Dept.**
Science Communication/Advertising
Heidelberger Platz 3, 14197 Berlin, Germany
Phone +49 (0)30 / 827 87-57 39
Fax +49 (0)30 / 827 87-53 00

**Post Address**
PO Box 14 02 01, 14302 Berlin, Germany

**Advertising Manager**
Noëla Krischer-Janka
Phone +49 (0)30 / 827 87-57 31
E-Mail noela.krischer@springer.com

**Print-run**
1,800 copies

**Subscription**
1,512 copies

**Total circulation**
1,650 copies

**Published**
monthly

**Closing dates for space and/or material**
on request

**Target group**
Radiologists, Pediatricians, Surgeons

**Circulation**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>28.0 %</td>
</tr>
<tr>
<td>USA/Canada</td>
<td>64.4 %</td>
</tr>
<tr>
<td>Asia/Japan</td>
<td>4.6 %</td>
</tr>
<tr>
<td>other countries</td>
<td>4.0 %</td>
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</table>

**Distribution**
paid subscription only
# Pediatric Radiology

**Rate Card No. 17 - Effective: January 1st, 2010**

## Advertising Rates

<table>
<thead>
<tr>
<th>Journal size</th>
<th>210 mm wide × 279 mm deep</th>
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<tbody>
<tr>
<td>Bleed size</td>
<td>add 3 mm to trim size to all sides</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad sizes and Rates</th>
<th>type area Width × Depth</th>
<th>trim size Width × Depth</th>
<th>rate b/w</th>
</tr>
</thead>
<tbody>
<tr>
<td>page facing 1st text page</td>
<td>175 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1,640.–</td>
</tr>
<tr>
<td>1st right-hand ad page</td>
<td>175 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1,640.–</td>
</tr>
<tr>
<td>4th cover</td>
<td>175 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1,900.–</td>
</tr>
<tr>
<td>2nd cover</td>
<td>175 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1,800.–</td>
</tr>
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</table>

Position best possible:

| 1/1 page             | 175 x 240 mm | 210 x 279 mm | € 1,440.– |
| 1/2 page vertical    | 85 x 240 mm  | 100 x 279 mm | € 720.–   |
| 1/2 page transverse  | 175 x 115 mm | 210 x 135 mm | € 720.–   |
| 1/4 page vertical    | 54 x 240 mm  | 72 x 279 mm  | € 360.–   |
| 1/4 page transverse  | 175 x 75 mm  | 210 x 90 mm  | € 360.–   |

<table>
<thead>
<tr>
<th>Discounts (within one year)</th>
<th>Frequency discount</th>
<th>Space discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 x = 3 %</td>
<td>3 pages = 5 %</td>
<td></td>
</tr>
<tr>
<td>6 x = 5 %</td>
<td>6 pages = 10 %</td>
<td></td>
</tr>
<tr>
<td>12 x = 10 %</td>
<td>12 pages = 15 %</td>
<td></td>
</tr>
<tr>
<td>18 x = 15 %</td>
<td>18 pages = 20 %</td>
<td></td>
</tr>
</tbody>
</table>

**Colour charges**

- each standard colour € 395.–
- 4-colour-rate € 1,040.–
- each special colour € 590.–

(standard colours according to ISO 12647-2)

If the advertisement's format is ½ page or less, a 25% reduction in price is given.

**Printing method**

- offset printing

**Printing material**

- electronic data are preferred;
- for your information please see our „data-ticket“ on www.springer.com/advertising

**Classified ads**

- 20 % reduction from standard rate

**Terms of payment**

- Net 30 days after receipt of our invoice;
- 2 % cash discount if paid within 14 days of invoice date; 3 % cash discount if paid in advance of publication.

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1 inch = 25.4 mm / 10 mm = 0.3937 inch

*) not subject to any discount
**Profile**

SpringerLink is one of the world’s leading databases for high-quality STM journals, book series, books and reference works. SpringerLink is a powerful central access point for academics, researchers and scientists.

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**Target group**

Academics worldwide

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- **Journal/Book** – the message will only appear to the readers of a particular journal or book
- **Demographic** – allows to target only readers in particular geographic regions

Linked to a URL of your choice!

**Cost Per Thousand**

<table>
<thead>
<tr>
<th>Level</th>
<th>(e.g.)</th>
<th>Cost per thousand</th>
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</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>Medicine</td>
<td>€ 35,–</td>
</tr>
<tr>
<td>Level 2</td>
<td>Internal Medicine</td>
<td>€ 55,–</td>
</tr>
<tr>
<td>Level 3</td>
<td>Diabetes</td>
<td>€ 75,–</td>
</tr>
<tr>
<td>Specific Journal</td>
<td>Diabetologia</td>
<td>€ 75,–</td>
</tr>
</tbody>
</table>

**Placement**

On all abstract pages (for journals also on the table of content). Only one advert per page.

**Online Ad Format**

Size and format on request

**Advertising Manager**

Raina Chandler
Phone +49 (0) 6221 / 487-84 43
Fax +49 (0) 6221 / 487-87 62
E-Mail raina.chandler@springer.com

**Over 3 million page impressions daily!**