

# RATES & FORMATS 2024

## SPECIAL POSITIONS

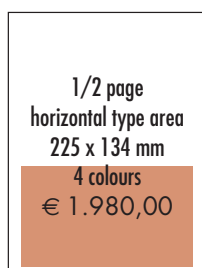


**LA SETTIMANA VETERINARIA**

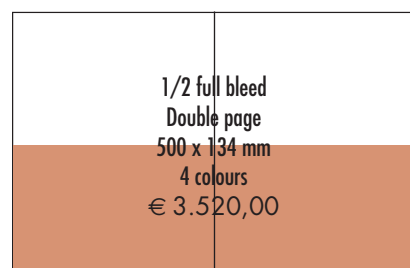
Front page box  
160 x 100 mm  
4 colours  
€ 2.395,00



Tabloid  
250 x 330 mm  
4 colours  
€ 3.200,00

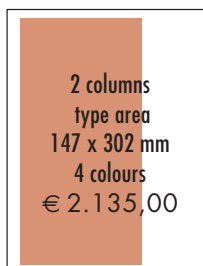


1/2 page  
horizontal type area  
225 x 134 mm  
4 colours  
€ 1.980,00

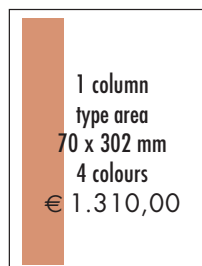


1/2 full bleed  
Double page  
500 x 134 mm  
4 colours  
€ 3.520,00

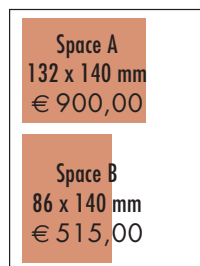
## INNER PAGES



2 columns  
type area  
147 x 302 mm  
4 colours  
€ 2.135,00



1 column  
type area  
70 x 302 mm  
4 colours  
€ 1.310,00



Space A  
132 x 140 mm  
€ 900,00

Space B  
86 x 140 mm  
€ 515,00

## PRICE LIST

• <b>Front page box</b> size 160x100 mm	€ 2.395,00
• <b>Double page in II cover and in III cover</b> size 500x330 mm	€ 8.795,00
• <b>Tabloid near summary</b> size 250x330 mm	€ 3.840,00
• <b>Central double page</b> size 500x330 mm	€ 7.040,00
• <b>III cover</b> size 250x330 mm	€ 3.520,00
• <b>IV cover</b> size 250x330 mm	€ 5.280,00
• <b>Tabloid</b> size 250x330 mm	€ 3.200,00
• <b>1/2 page horizontal</b> size 500x134 mm	€ 3.520,00
• <b>1/2 page horizontal</b> size 225x134 mm	€ 1.980,00
• <b>2 columns vertical</b> size 147x302 mm	€ 2.135,00
• <b>1 column vertical</b> size 70x302 mm	€ 1.310,00

## CLASSIFIED ADVERTISEMENT

• <b>Space A</b> - size 132x140 mm	€ 900,00
• <b>Space B</b> - size 86x140 mm	€ 515,00

### La Settimana Veterinaria

La Settimana Veterinaria, part of the Italian veterinary editorial sector 30 years now, is the first weekly professional magazine for vets. Every week, with 46 issues per year, vets can find news and insights concerning the technical-scientific, professional, political and trade union veterinary world. Reports of conferences, interviews and insights of the international veterinary world are meant to broaden the professional horizon of vets. Alongside, there are numerous in-depth scientific, management and commentary sections.

Each issue is enriched by a "Dossier", that develops a specific professional aspect: scientific or practical. In the magazine is also included the "Agenda": a large section devoted to the calendar of scientific events about Veterinary Medicine (practical information on conferences, courses, seminars, both national and international, with a detailed program) and to the classified ads of job offers, material, collaborations, etc.

Furthermore, the section "In Vetrina" is dedicated to the presentation of company or products news.

La Settimana Veterinaria, during scientific congresses or special events, is enriched with monothematic supplements dedicated to both pets and farm animals.

## PUBLICATION DATES

Month	Dates
January	11-18-25
February	1-8-15-22-29
March	7-14-21-28
April	4-11-18-24
May	2-9-16-23-30
June	6-13-20-27
July	4-11-18-25
September	2-5-12-19-26
October	3-10-17-24-31
November	7-14-21-28
December	5-12-19

### Quantity discounts

• 5 Advertisements	5%
• 12 Advertisements	8%
• 20 Advertisements	15%

### Technical features

Gloss coated paper: gr 80

Offset Printing

Requested printing material: proofs, films with screen of 54/60 lines

### Printing material

The costumer must supply it as tiff, eps, jpg or pdf format for Macintosh

### Terms of delivery

3 days before the publication date

### Supplements

La Settimana Veterinaria is also able to supply costs estimate for printing, insertion and diffusion (national, regional, and provincial) of any kind of flyers and brochures, always following postal regulations

### Circulation

8.000

46 issues + supplements  
publication: every thursday



**NOTE:** special positions in the front page and in IV cover page cannot have any kind of quantity discounts. Net prices.

For further information please contact Mrs. Lucia Medas - [marketing@pointvet.it](mailto:marketing@pointvet.it)