

 **DE**
APOTHEKER

 **LE**
PHARMACIEN

2021



Published by

Roularta
HealthCare



PRINT



De Apotheker is an independent monthly magazine aimed exclusively at retail and hospital pharmacists. Background on current affairs is interspersed with interviews, opinion pieces, tailored information for the pharmacist as an entrepreneur, and a large theme dossier on a health aspect about which the pharmacist can advise and assist his/her patients. The sections nutrition, dermatology, homeopathy/phytotherapy and veterinary complete the offer.

KEY FACTS

- **Circulation:**

8740 copies
(4940 DU - 3800 FR)

- **Appearance:**

10 x per year

- **Target audience:**
retail pharmacists,
hospital pharmacists,
stakeholders



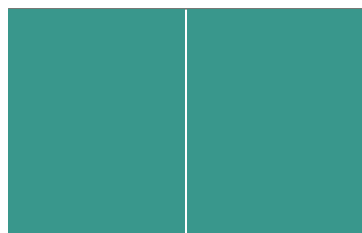
		Publication date	Reservation	Deadline material
January	288	21/01	07/01	08/01
February	289	18/02	04/02	05/02
March	290	18/03	04/03	05/03
April	291	22/04	08/04	09/04
May	292	20/05	06/05	07/05
June	293	17/06	03/06	04/06
September	294	16/09	02/09	03/09
October	295	21/10	07/10	08/10
November	296	18/11	04/11	05/11
December	297	16/12	02/12	03/12

Subject to changes.

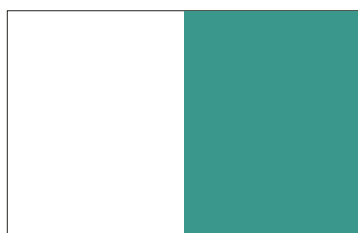
Specials	
21/10	Luxe Special



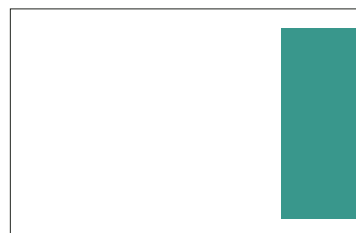
PRINT FORMATS



2 x 1 page panoramic
H 297 mm x W 420 mm



1/1 page
H 297 mm x W 210 mm



1/2 page vertical
H 257 mm x W 88 mm



1/2 page horizontal
H 127 mm x W 180 mm



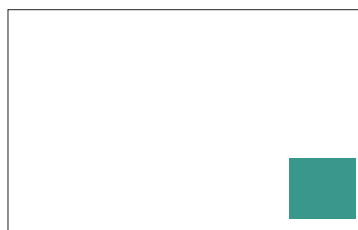
1/3 page horizontal
H 83 mm x W 180 mm



2/3 page horizontal
H 170 mm x W 180 mm



1/4 page pavé
H 127 mm x W 88 mm

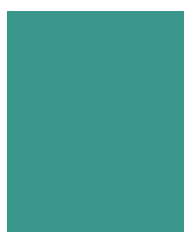


pavé inside pages
H 80 mm x W 80 mm

Technical info:
www.roularta.be/en/advertise/technical-info

Material:
frontoffice.rhc@roularta.be

PREFERRED PLACE



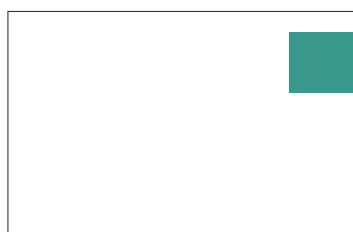
1/1 Surcover
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2/3 Surcover
H 198 mm x W 420 mm



1/2 Surcover
H 148,5 mm x W 420 mm

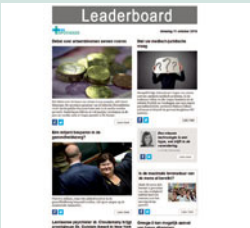


Pavé cover
H 60 mm x W 60 mm

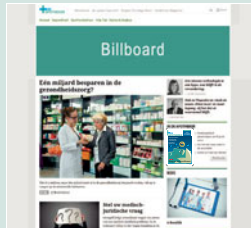
Covers
2, 3 & 4

NEWSLETTER + WEBSITE

Leaderboard (eNews)
728 px x 90 px



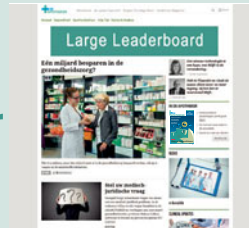
Combi-BAN1
970 px x 250 px



Combi-BAN2
960 px x 150 px



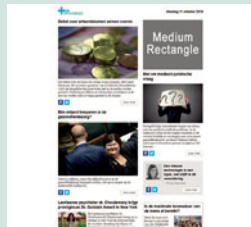
Combi-BAN3
840 px x 150 px



Combi-BAN4
728 px x 90 px



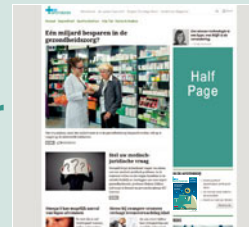
Medium rectangle (eNews)
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Combi - MEDRECT
300 px x 250 px



Combi - HALFP
300 px x 600 px



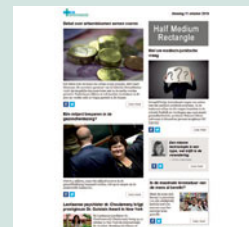
Skyscraper (eNews)
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Combi - SKY
120 px x 600 px



Half medium rectangle (eNews)
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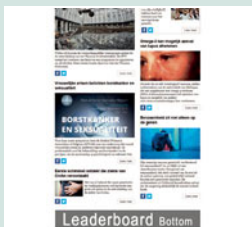


Combi - HALFMEDRECT
300 px x 125 px



ONLY NEWSLETTER

Leaderboard bottom
728 px x 90 px



ONLY WEBSITE

Floor ad
970 px x 90 px



ONLINE



DEAPOTHEKER.BE

The website deapotheker.be notifies retail and hospital pharmacists of breaking news in real time.

FARMASCOOP

Farmascoop is an electronic newsletter that only contains your communication. This can be a formal announcement, a commercial message, a product launch, a new reimbursement, a product that was withdrawn from the market or is no longer in stock, etc. You determine the mailing date and time.

NEWSLETTER

Moreover, a newsletter is mailed to all subscribers three times a month. The newsletter offers several current hot items as well as teasers of what will appear in the magazine a week later.

Newsletter de Apotheke	Date of sending		
January	19/01	28/01	
February	04/02	16/02	25/02
March	04/03	16/03	25/03
April	01/04	08/04	20/04
May	06/05	18/05	27/05
June	03/06	15/06	24/06
July	08/07	22/07	
August	05/08	19/08	
September	02/09	14/09	23/09
October	07/10	19/10	28/10
November	04/11	16/11	25/11
December	02/12	14/12	

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