



CR pro

The Journal for
Clinical Research
Professionals

Media Guide 2017

Portrait

Contents and Goals:

CR pro is a journal for clinical research professionals, which focuses on the fields of human resources and training / further education. The journal has been especially created for, but not only, the pharmaceutical industry, life sciences, health care, and biotechnology. In this way, CR pro serves a select niche in the publication sector and meets the expectations of a specialist's demand in clinical research. Our authors are characterized by scientifically-proven expertise as well as practical experience in clinical research.

CR pro will be published quarterly and addresses a wide range of readers all over Europe. Therefore, the journal not only represents clinical research professionals and their interests, but also many other target audiences. Among others, clinical monitors, project managers, site managers, contract research organizations, site management organizations, doctor's practices, university hospitals, KKS/ZKS, medical supply centers, clinical testing centers, and pharmaceutical businesses belong to our readership and target audience. With a circulation of 5000 pieces per issue, CR pro has the widest range within Europe and the sector of journals for clinical research professionals. CR pro will thus be published in both English and German to address the English-speaking world as well.

Portrait

Target Audience: Clinical Monitors, Project Managers, Site Managers, Contract Research Organizations, Site Management Organizations, Doctor's Practices, University Hospitals, KKS/ZKS, Medical Supply Centers, Clinical Testing Centers, Pharmaceutical Businesses

Sections: Cover Story, Brief News, Interviews, Portraits, Insights, Events, Job Ads

Website: www.cr-pro.de

Facts and Numbers

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Publication cycle:	quarterly	Binding:	Adhesive Binding

Dates 2017

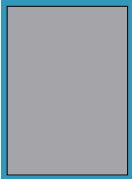
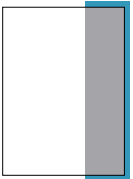
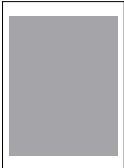
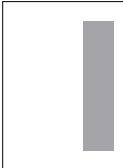
Issue	Publication Dates 2017	Closing Dates 2017
1	01.02.2017	01.01.2017
2	01.05.2017	01.04.2017
3	01.08.2017	01.07.2017
4	01.11.2017	01.10.2017

Ad Formats and Prices

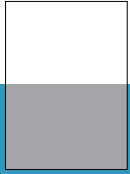
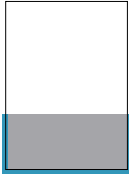
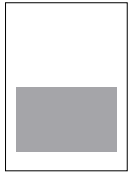
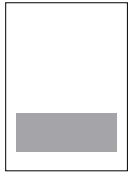
On the following pages, you will find our ad formats and prices. We will be happy to send you an individual offer adapted to your needs. Thus, we offer special discounts for the booking of an individual combination of ads, events and job ads.

- Events:** 150,00 € (up to 5 events in list view)
- Job ad:** on request, prices go by the volume of text
- Enclosures and Inserts:** Enclosures and inserts can be booked for every issue.
- Additional Color Charge:** No extra charges for colored ads

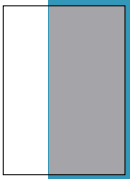

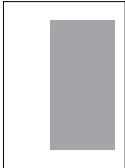
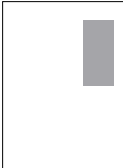
Ad Formats and Prices

Ad/Format	Price/€	Ad/Format	Price/€
<p>1/1 Page in the bleed 212 x 297 mm + 3 mm for bleed on all sides</p> <p>Please place important text and picture elements at 5 mm distance to the edge.</p> 	1.237,50	<p>1/3 Page vertical format in the bleed 70 x 297 mm + 3 mm for bleed on all sides</p> 	412,50
<p>1/1 Page in the type area 190 x 244 mm</p> 	1.237,50	<p>1/3 Page vertical format in the type area 60 x 244 mm</p> 	412,50

Ad Formats and Prices

Ad/Format	Price/€	Ad/Format	Price/€
<p>1/2 Page DIN A5 in the bleed 212 x 148 mm + 3 mm for bleed on all sides</p> <p>Please place important text and picture elements at 5 mm distance to the edge.</p> 	618,75	<p>1/3 Page horizontal horizontal format in the bleed 212 x 104 mm + 3 mm for bleed on all sides</p> <p>Please place important text and picture elements at 5 mm distance to the edge.</p> 	412,50
<p>1/2 Page horizontal format in the type area 190 x 122 mm</p> 	618,75	<p>1/3 Page horizontal horizontal format in the type area 190 x 81 mm</p> 	412,50

Ad Formats and Prices

Ad/Format	Price/€	Ad/Format	Price/€
<p>2/3 Page in the bleed 135 x 297 mm + 3 mm for bleed on all sides</p> 	816,-	<p>1/4 Page horizontal format in the type area 190 x 61 mm</p> 	268,-
<p>2/3 Page in the type area 125 x 244 mm</p> 	816,-	<p>1/6 Page in the type area 60 x 122 mm</p> 	198,-

Contact

CR pro – The Journal for Clinical Research Professionals

Address: Gerberstraße 15
04105 Leipzig, Germany
Tel: +49 (0)341 26898790
Email: redaktion@cr-pro.de
Website: www.cr-pro.de

Managing Directors: Tom Chilcott, Dr. Tom Sicker

Editor in Chief: Bettina Schuster

Publications Management: Maria Gießmann

cooperation and customer care: Tina Weingardt

Layout: Trageser GmbH

Print and Shipping: Trageser GmbH

Ad Sales: scharfe media GmbH
Tharandter Straße 31–33
01159 Dresden

Contact: Vincent Eisleben-Stephan
Key Account Manager
Fon: +49 (0)351 4203 1665
Mobile: +49 (0)152 01584534
Email: vincent.eisleben-stephan@scharfe-media.de

