

# Newsletter

## Thieme News Endoscopy

Our Endoscopy Newsletter offers a quick and easy access to the latest articles and issues of the journal to approximately 2 200 specialists in the field. The newsletter publishes original research articles, reviews, case reports or case series. The journal also features preliminary studies, discussions, letters to the editor and editorials with expedited processing times for the release of the very latest research results. All articles submitted to EIO undergo a rigorous peer review.

Advantages of advertising in the Endoscopy Newsletter:

1. Target-group oriented
2. High value for readers (open access journal)
3. High acceptance by target-group (Thieme stands for quality)

### Media info

|                      |                             |
|----------------------|-----------------------------|
| Number of Recipients | 2,200 endoscopists          |
| Frequency            | monthly                     |
| Average open rate    | 35 % (based on total opens) |

### Premium Advertorial / Text ad

|                          |                                                                                        |
|--------------------------|----------------------------------------------------------------------------------------|
| Price                    | 495,- € per Newsletter                                                                 |
| Characters (with spaces) | headline: max 60 characters text<br>copy: max 600 characters                           |
| Image (optional)         | 290x290 px* / gif, png, jpg                                                            |
| Submission               | text and image or complete advertorial<br>5 work days prior to Newsletter release date |
| Other                    | hyperlink                                                                              |

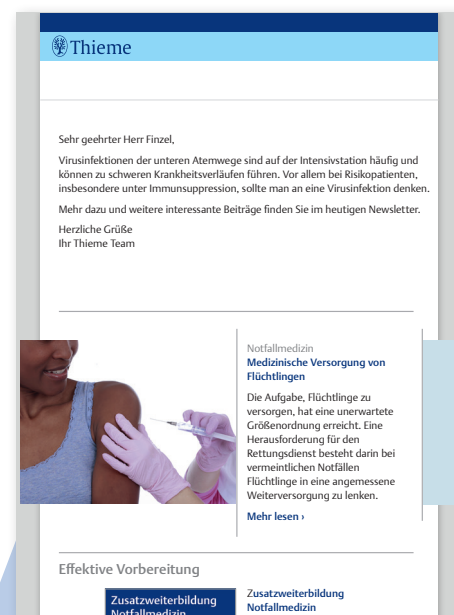
### Standard Advertorial / Text ad

|                          |                                                                                        |
|--------------------------|----------------------------------------------------------------------------------------|
| Price                    | 495,- € per Newsletter                                                                 |
| Characters (with spaces) | headline: max 60 characters text<br>copy: max 600 characters                           |
| Image (optional)         | 290x290 px* / gif, png, jpg                                                            |
| Submission               | text and image or complete advertorial<br>5 work days prior to Newsletter release date |
| Other                    | hyperlink                                                                              |

### Medium Rectangle

|             |                                              |
|-------------|----------------------------------------------|
| Price       | 450,- € per Newsletter                       |
| File format | 300x250px / gif, png, jpg                    |
| File size   | max. 30 kb                                   |
| Submission  | 3 work days prior to Newsletter release date |
| Other       | hyperlink                                    |

\*for quality reasons, please deliver 290x290 px, the output will be 145x145 px



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