



## FOCUS-GESUNDHEIT – HELPFUL KNOWLEDGE

### WHY FOCUS-GESUNDHEIT?

- ✓ FOCUS-GESUNDHEIT offers well-researched reportage and combines the comprehensive specialist knowledge of its journalists with the competence of recognised experts.
- ✓ The magazine offers sensitively written information on health in a way which is exciting and of practical use – featuring intelligent texts, detailed graphics and a sumptuous pictorial language.
- ✓ Each issue deals with a special area in all its facets: from how an illness starts, to patient outcomes, to potential therapies and prevention and to the high-tech therapies of tomorrow.
- ✓ FOCUS-GESUNDHEIT is an attractive environment for precise target-group communication in health markets.

### USP

FOCUS-GESUNDHEIT stands for intelligent, well-researched journalism with a practical use, journalism which is unique in the market of health publications. The magazine combines the specialist knowledge of its journalists with the competence of recognised experts to create innovative reportage on health.

### KEYFACTS

Frequency: 8 times a year

Day of publication: Tuesday

Copyprice: 7.90 €

Basic rate (1/1 page 4c): 14,240 €<sup>1.)</sup>

Sold circulation: 100,000<sup>2.)</sup>

Editor-in-chief: Jochen Niehaus

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> Printed Circulation = Publisher's Statement