

European Urology Today

Advertising Rate Card 2020

European Urology Today (EUT) is the official newsletter of the European Association of Urology (EAU). It is published five times per year, in full-colour newspaper format, offering EAU members timely updates on upcoming meetings, congress reports and other EAU information, including its Section Offices. EUT also offers book reviews, popular or (semi-)scientific articles, interviews, sections on new technologies, “My View” articles by world experts and brief summaries of recently published key articles, all within the field of urology. Separate sections for the EAU Guidelines Office, Young Academic Urologists Office and the European Association of Urology Nurses (EAUN) are included in each issue.

Editor-in-Chief	Prof. Manfred Wirth
Print-run	Around 10,000
Online publication	On www.uroweb.org , section Our Publications
Frequency	5 x per year
Target group	European urologists, urological residents and urological nurses
Editorial office	European Urology Today PO Box 30016 6803 AA Arnhem The Netherlands T +31 (0)26 389 0680 F +31 (0)26 389 0674 eut@uroweb.org

Issues 2020			
Issue	Publication	Reservation deadline	Submission deadline***
Vol. 32 No. 1 Jan/Feb 2020*	11 February	16 December	8 January 2020
Vol. 32 No. 2 March/May 2020**	13 May	6 April	14 April 2020
Vol. 32 No. 3 June/July 2020	10 July	2 June	11 June 2020
Vol. 32 No. 4 Aug/Sep 2020	10 September	3 August	14 August 2020
Vol. 32 No. 5 Oct/Dec 2020	10 December	2 November	13 November 2020
*) Pre-congress issue; EAU Annual Congress, 20-24 March 2020, Amsterdam, Netherlands			
**) Post-congress issue			
***) Listed dates refer to advertisements. Submission of text for advertorials should be sent two weeks earlier due to an extra correction round.			

Measurements			
	width	height	
Full Page (1/1+)	295 mm	420 mm	3 mm bleed allowance
Page (1/1)	270 mm	392.4 mm	non-bleed
Half Page (1/2)	270 mm	194.3 mm	non-bleed
Quarter Page (1/4)	133.4 mm	194.3 mm	non-bleed
Teaser Advert (1/8)	133.4 mm	95 mm	non-bleed

Advertising Rates

There are no surcharges for full colour advertisements. Discounts for taking out multiple advertisements have been applied in the rate overview below.

Rates for inserts (i.e. flyers, CD-ROMS, product samples, etc.) and advertorials are available upon request.

All rates listed are exclusive of VAT (if applicable) and valid as of 1 January 2020

Number of issues	1	2	3	4	5
Full Page (1/1+)	€ 8,000	€ 15,260	€ 22,270	€ 28,900	€ 34,120
Page (1/1)	€ 7,500	€ 14,050	€ 20,530	€ 26,630	€ 31,440
Half Page (1/2)	€ 3,750	€ 7,030	€ 10,260	€ 13,320	€ 15,720
Quarter Page (1/4)	€ 2,000	€ 3,520	€ 5,130	€ 6,660	€ 7,860
Teaser Advert (1/8)	€ 1,000	€ 1,770	€ 2,600	€ 3,370	€ 3,980

Digital Requirements

File formats:	Digital files in PDF (preferred for adverts) Also acceptable: Adobe Indesign, QuarkXpress, Adobe Illustrator. For advertorials: text in Word file and separate illustrations.
	Please assure that all fonts and links are embedded
	Images must be High Resolution (≥ 300 dpi at 100% scale) and CMYK
File transfer:	E-mail (only files ≤ 10 Mb): eut@uroweb.org If you wish to send files ≥ 10 Mb, please send an email to eut@uroweb.org .

Please visit <http://uroweb.org/all-publications/> to read European Urology Today online and to find previous issues.

For further information or bookings, please contact:

European Association of Urology
Marketing & Sales Department
PO Box 30016
6803 AA Arnhem
The Netherlands
T +31 (0)26 389 0680
F +31 (0)26 389 0674
E sales@uroweb.org