

European Urology Today Advertising Rate Card 2021

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 and Prof. Chris Chapple
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
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Issues 2021			
Issue	Publication	Reservation deadline	Submission deadline***
Vol. 33 No. 1 Jan/Feb 2021	10 February	18 December	4 January 2021
Vol. 33 No. 2 March/May 2021	10 May	1 April	15 April 2021
Vol. 33 No. 3 June/July 2021*	1 July	9 May	23 May 2021
Vol. 33 No. 4 Aug/Sep 2021**	10 September	2 August	16 August 2021
Vol. 33 No. 5 Oct/Dec 2021	10 December	1 November	15 November 2021
*) Congress issue (only congress related content); EAU Annual Congress, 9-12 July 2021, Milan, Italy			
**) 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 2021

Number of issues	1	2	3	4	5
Full Page (1/1+)	€ 8,240	€ 15,720	€ 22,940	€ 29,770	€ 35,145
Page (1/1)	€ 7,725	€ 14,475	€ 21,150	€ 27,430	€ 32,385
Half Page (1/2)	€ 3,865	€ 7,245	€ 10,570	€ 13,720	€ 16,195
Quarter Page (1/4)	€ 2,060	€ 3,630	€ 5,285	€ 6,860	€ 8,100
Teaser Advert (1/8)	€ 1,030	€ 1,825	€ 2,680	€ 3,475	€ 4,100

Digital Requirements

File formats:	Digital files in PDF (preferred) Also acceptable: Adobe Indesign, QuarkXpress, Adobe Illustrator
	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:

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