

# European Urology Today

## Advertising Rate Card 2022

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. J.O.R. Sønksen
Print-run	Around 8,500
Online publication	On <a href="http://www.uroweb.org">www.uroweb.org</a> , section Our Publications
Frequency	5 x per year
Target group	European urologists, urological residents and urological nurses
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Issues 2022			
Issue	Publication	Reservation deadline	Submission deadline***
Vol. 34 No. 1 Feb/March 2022*	7 March	15 January	1 February 2022
Vol. 34 No. 2 April/May 2022**	10 May	4 April	18 April 2022
Vol. 34 No. 3 June/July 2022	10 July	1 June	15 June 2022
Vol. 34 No. 4 Aug/Sep 2022	10 September	2 August	16 August 2022
Vol. 34 No. 5 Oct/Jan 2022	10 January 2023	23 November	7 December 2022
*) Congress issue (only congress related content); EAU Annual Congress, 18-21 March 2022, 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, USB sticks, product samples, etc.) and advertorials are available upon request.

*All rates listed are exclusive of VAT (if applicable) and valid as of 1 January 2022*

Number of issues	1	2	3	4	5
Full Page (1/1+)	€ 8,650	€ 16,500	€ 24,080	€ 31,260	€ 36,900
Page (1/1)	€ 8,110	€ 16,000	€ 22,200	€ 28,800	€ 34,000
Half Page (1/2)	€ 4,060	€ 7,610	€ 11,100	€ 14,400	€ 17,005
Quarter Page (1/4)	€ 2,160	€ 3,810	€ 5,550	€ 7,200	€ 8,505
Teaser Advert (1/8)	€ 1,080	€ 1,920	€ 2,815	€ 3,650	€ 4,305

## Digital Requirements

<b>File formats:</b>	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
<b>File transfer:</b>	E-mail (only files ≤ 25 Mb): <a href="mailto:eut@uroweb.org">eut@uroweb.org</a> If you wish to send files ≥ 25 Mb, please send an email to <a href="mailto:eut@uroweb.org">eut@uroweb.org</a> .

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

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