

Healthcare Guide

Partnerships and Perspectives of Arab-German Cooperation
Media Data 2018



1. Publisher:

Ghorfa Arab-German Chamber
of Commerce and Industry e.V
Garnisonkirchplatz 1
10178 Berlin / Germany
Tel. +49-30-27 89 07-0
Fax +49-30-27 89 07-49
E-Mail: ghorfa@ghorfa.de
www.ghorfa.de

2. Volume:

5th edition

3. Circulation:

4,000 Copies

4. Language:

English

5. Frequency of appearance:

Annual

6. Date of Publication:

April 16, 2018

7. Closing Date:

February, 26th

8. Advertisement rates:

All prices are plus VAT.

| Size | Price in Euro |
|-------------------------|---------------|
| Cover page (outside) | 4,000,- |
| Cover page (inside) | 3,000,- |
| 1 Page | 2,400,- |
| ½ Page | 1,400,- |
| ¼ Page | 800,- |

9. Company presentation:

Preisangaben zzgl. MwSt.

| Size | Price in Euro |
|--------|---------------|
| 1 Page | 2.400,- |

Ghorfa-Members get 20% discount.

10. Rates for Project Report:

| Members | Non-members |
|---------|-------------|
| 1.000,- | 1.200,- |

11. Conditions of payment:

14 days after billing net.

USt.-Ident-Nr.: DE 122273580

Bank details:

Deutsche Bank Berlin
BLZ 100 700 00
Konto-Nr. 434 951 0
IBAN DE 46100700000434951000
BIC DEUTDEBB

12. Technical details and data type:

Advertisement material and technical data:

Advertisement data must be provided digital.

Data type: QuarkXPress-EPS (with all fonts),
Indesign (with all fonts) or PDF with at least 300
dpi (all fonts included, all TIFFs in CMYK). Data
will be provided as open data. Otherwise we cannot
guarantee correct printing.

Format of Magazine:

216 mm x 276 mm

Print-adhesive binding

Print method:

Offset, Euroskala, Printing Screen 80

Colour display

Marginal discrepancies regarding the colour are
caused in the range of tolerance of the Offset-
method.

13. Distribution:

The Healthcare Guide will be distributed within
Germany and all 22 Arab partner countries and
will be mainly read by decision-makers from

- Arab Health Ministries and Institutions
- Arab hospitals and other multipliers out of the
healthcare sector
- Selected Arab and German companies out of
the healthcare sector
- Arab and German member companies of the
Ghorfa
- German embassies in the Arab countries
- Arab embassies in Germany
- Chambers, associations in Germany and in the
Arab countries
- Universities and libraries
- Etc.

In addition to the targeted distribution, further
copies are handed out during our numerous events
(exhibitions, trade fairs, seminars, conferences etc.)
to the participants.

The Healthcare Guide will be displayed during the
11th Arab-German Health Forum April 16th – 17th.

Furthermore the Healthcare Guide can be found on
our homepage and is distributed with the kind
support of relevant Healthcare association