

MEDIX

MEDIA KIT

2026/2027

Advertising &
Partnership Rates

Because you want to know.

www.medix.hr

02

Why Medix?

More than three decades of medical publishing, continuing professional education and collaboration with the Croatian healthcare community.

Medix is a professional medical journal for physicians and other healthcare professionals. Since 1994, it has continuously connected clinical practice, scientific knowledge, professional education and responsible healthcare communication.

Each issue features review articles by leading Croatian clinicians and scientists, diagnostic and treatment guidelines, and coverage of new health technologies. Its print, digital and web editions provide an integrated environment for targeted communication with a professional audience.

What partners gain	Value
A targeted professional audience	Communication with physicians and other healthcare professionals
A credible editorial environment	Brand presence alongside content used in professional practice
Multi-channel visibility	Print + digital edition + web + newsletter
A tailored approach	Flexible combinations of advertising, sponsored content and special projects

More than media space. Professional partnerships.

03

Medix at a glance

Continuity, professional reach and a clearly defined healthcare audience.

KEY FIGURE	REACH
165	issues published
4,000	print run per issue
7,200+	verified newsletter contacts
4	university medical textbooks
400,000+	web page views annually
3,300+	articles and/or bilingual abstracts in the archive

Medix is published five times a year: four regular issues and one double issue. The digital edition mirrors the full print edition and is available online to subscribers.

The numbers show continuity. Trust defines Medix.

04

Reach that matters

The real value is not only how many people you reach, but who you reach.

AUDIENCE	DISTRIBUTION / CONTEXT
Physicians across specialties	Primary care practices and hospitals
Dental professionals	Dental practices and professional settings
Pharmacists and other healthcare professionals	Pharmacies, polyclinics and rehabilitation institutions
Healthcare institutions and professional societies	Hospitals, health centres and management services
Professional and university libraries	Long-term access to professional content

75% of the print run is mailed to subscribers; 25% is distributed to pharmaceutical companies, healthcare institutions and professional associates.

More than 85% of Medix readers work in primary or hospital care and are involved in everyday decisions concerning patient treatment and the procurement of medicines, medical equipment and supplies.

Your message. The right audience. The right context.

05

Communication opportunities

From a single placement to an integrated professional communication project.

CHANNEL	OPTIONS
PRINT + DIGITAL EDITION	Display advertising • premium positions • inserts • SmPC pages
MEDIX.HR	Billboards • sidebar banners • in-article banners • healthcare-professional targeting
SPONSORED CONTENT	Sponsored reports • professional articles • homepage promotion
SPECIAL PROJECTS	General sponsorship • thematic projects • integrated campaigns
NEWSLETTER	Targeted distribution to 7,200+ verified contacts

Combining print, digital and web channels enables partners to build continuity throughout the year.

Choose the model that best fits your communication objectives.

06

Print + digital edition

Standard advertising placements. All prices are in EUR, excluding VAT.

Format	Publication	Dimensions	Price
Full page (1/1)	print + digital	210 x 295 mm + 3 mm bleed	1,020
Double-page spread (2/1)	print + digital	420 x 295 mm + 3 mm bleed	1,560
Half page (1/2)	print + digital	165 x 130 or 80 x 256 mm	720
Quarter page (1/4)	print + digital	165 x 65 or 80 x 130 mm	480
Additional full SmPC page	print + digital	210 x 295 mm + 3 mm bleed	310

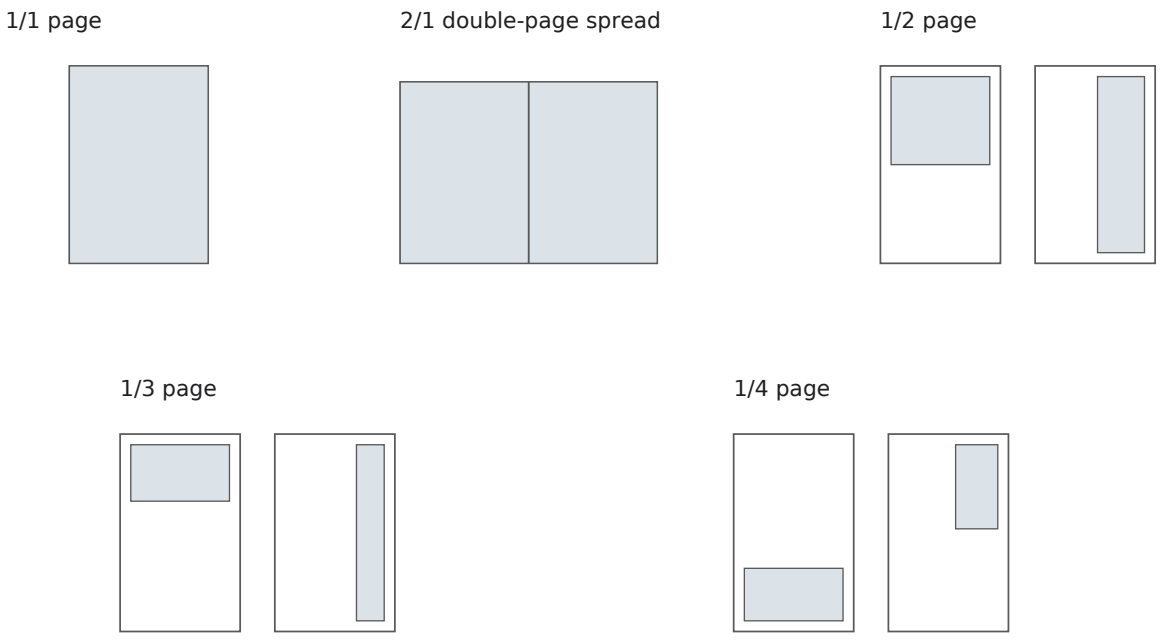
Placement next to a selected thematic professional article: +15% of the advertising page rate.

Agency discount: 15% off the net advertising-space price, subject to payment within 30 days of invoice date.

Additional benefit: a 300 x 250 px web banner may be displayed at no additional charge with a print/digital advertisement. Two versions may be supplied: one for all visitors and one exclusively for registered healthcare professionals.

Advertising formats - at a glance

Proportions indicate the available advertising area.



Note: the 1/3 format is shown as a visual option; price on request.

07

Premium print positions

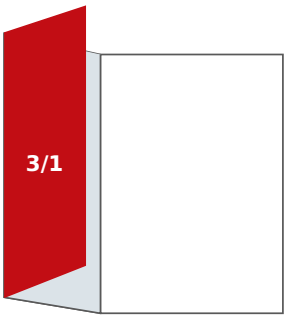
High-visibility placements in the print and digital editions.

Position	Dimensions	Price
Front-cover gatefold 3/1 (1/1 + 2/1)	210 x 295 + 420 x 295 mm	2,940
Back cover	210 x 295 mm	1,920
Inside covers	210 x 295 mm	1,560
First right-hand page in book block	210 x 295 mm	1,400
Pages 2, 3 and 4 adjacent to imprint, contents and editorial	210 x 295 mm	1,280
Printing and insertion of promotional material	1 sheet (2/1, double-sided, colour)	1,920
General sponsorship of an issue	-	by agreement

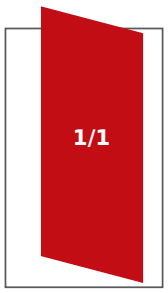
Premium positions combine high visibility with the reach of the print, digital and web environment.

Premium positions - visual guide

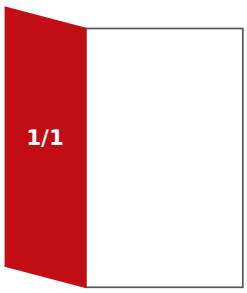
Front-cover gatefold
3/1 pages



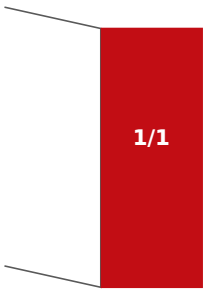
Back cover
1/1



Inside covers
1/1



First right-hand page
in the book block



08

Advertising packages

Year-round continuity provides stronger visibility and preferential pricing.

Annual package	Scope	Discount	Price
BASIC	5 ads in 5 issues	-15%	4,330
STANDARD	10 ads in 5 issues	-17%	8,470
PREMIUM	15 ads in 5 issues	-19%	12,390

Multiple advertisements in a single issue

Number of ads	Discount	Price
2 ads	-6%	1,920
3 ads	-9%	2,780
4 ads	-12%	3,590
5 ads	-15%	4,330

Continuity turns individual placements into sustained professional visibility.

09

General sponsorship

An integrated package designed for maximum visibility within a selected issue.

The package includes:

• logo placement on the cover and in the table of contents

• a sponsored article with colour illustrations

• two premium advertising positions

• company banners on the Medix website

• 100 copies of the sponsored issue for the partner’s own distribution

Position	Format	Visibility	Desktop	Mobile	Price
G1	Billboard	homepage	1300 x 150	500 x 120	included
G2	Billboard	issue contents / archive	1300 x 150	500 x 120	included

G2 remains visible within the issue contents for 12 months or permanently, by agreement. Separate banner versions may be supplied for all visitors and for registered healthcare professionals.

Package price: by agreement.

10

Medix.hr - homepage billboards

Fixed homepage and site-wide positions. Rates shown are for 30 days.

Pos.	Visibility	Desktop	Mobile	EUR
N1	homepage + all pages	1300 x 150	500 x 120	1,800
N2	homepage	1300 x 150	500 x 120	960
N3	homepage	1300 x 150	500 x 120	720
N4	homepage	1300 x 150	500 x 120	480
N5	homepage	1300 x 150	500 x 120	360
N6	homepage	1300 x 150	500 x 120	240

N1 appears at the top of all pages. N2-N6 are fixed homepage positions placed between the main editorial sections.

Up to two banner variants may be used: one displayed to all visitors and another displayed only to registered healthcare professionals.

Medix.hr - article & sidebar banners

Visibility alongside more than 3,300 articles and/or bilingual abstracts in the Medix archive.*

Sidebar banners

Pos.	Format	Dimensions	EUR / 30 days
S1	Medium rectangle	300 x 250	960
S1	Half page	300 x 600	1,440
S2	Medium rectangle	300 x 250	840
S2	Half page	300 x 600	1,260
S3	Medium rectangle	300 x 250	720
S3	Half page	300 x 600	1,080

In-article banner

Pos.	Format	Visibility	Desktop	Mobile	EUR / 30 days
T1	Leaderboard	all articles	840 x 100	500 x 120	1,440

T1 appears in a premium position below the abstract within all articles except sponsored articles.

*NEW



Sidebar advertising in the Medix.hr environment

Positions S1-S3 place the advertisement alongside article content, providing clear visibility within a professional editorial environment.

Two different versions of an advertisement may be displayed: one to all visitors and another exclusively to registered healthcare professionals.

12

Sponsored content

A detailed format for presenting a company, service, product or professional topic.

Sponsored reports and features

Service	Material / publication	EUR
1/1 sponsored report	3,600 characters + abstract up to 700 characters + 1-2 colour photos; print + digital + web	920
Editorial preparation of content and photographs	prepared by the Medix editorial team	480
Homepage promotion on Medix.hr	“Featured Content” section, 30 days	360

Sponsored professional articles

Format	Material / publication	EUR
2/1 pages	up to 10,000 characters; bilingual abstract, keywords, up to 25 references; print + digital + web	980
Each additional 1/1 page	+ 6,000 characters	250
Colour illustrations	diagrams / tables / charts	240

Sponsored professional articles follow a structured review-article format and may include graphic adaptation of submitted visual materials to Medix standards.

Added web value with print advertising

Extend campaign reach at no additional cost when booking a print/digital advertisement.

A partner booking an advertisement in the print and digital edition may also use an additional 300 x 250 px sidebar banner.

Positions	Format	Visibility	Duration	Price
S4-S9	Medium rectangle	all articles, random rotation	until the next issue is published	included

The banner appears on a rotating basis alongside more than 3,300 articles or abstracts and may link to a company, product, application or video page.

Two variants may be supplied: one for all visitors and one exclusively for registered healthcare professionals.

Print + digital + web: one campaign, multiple touchpoints.

Technical specifications

Straightforward material submission and clear production requirements.

Material	Accepted formats
Print	PDF, JPG, TIFF, EPS, AI
Banners	JPG, PNG, GIF

Advertisement design: charged at 30% of the value of the advertising space.

Bleed for 1/1 and 2/1 advertisements: 3 mm, as specified in the rate tables.

Publishing frequency and circulation

Frequency	5 issues per year - 4 regular issues + 1 double issue
Print run	4,000 copies
Distribution	75% subscribers; 25% pharmaceutical companies, healthcare institutions and professional associates

For specific digital formats, integrated campaigns and special projects, technical details are agreed individually.

15

Contact

Let’s discuss your next project.

C.T. - Poslovne informacije d.o.o.

Oreškovićeva 6C/2
10000 Zagreb, Croatia
Tel./fax: +385 1 4612-083
E-mail: medix@ct-poslovneinformacije.hr
www.medix.hr

Editor-in-Chief

Dragan Bralić
E-mail: bralic@ct-poslovneinformacije.hr

Subscription Department Manager

Robert Ivanković
E-mail: pretplata@medix.hr

This rate card is effective from 15 October 2026. VAT is charged on all listed prices.

Every successful project starts with a good conversation.

Because you want to know.