Karger Industry Services

www.karger.com/Resources/Industry
Karger Products & Services

Sponsored publications
Supplement Issues

Long-term impact, established key target groups and high scientific credibility

- Focus on one specific topic from the journal’s scope; present conference proceedings and abstracts.
- Included in subscriptions.
- Routinely forwarded to the top abstracting and indexing services, incl. PubMed.
- Contents widely retrievable online and offline.
Karger Products & Services

Sponsored publications

Books (HCPs)

Nestlé Nutrition Institute Workshop Series

- Produced in close cooperation with Nestlé Nutrition Services.
- One of the major components of this series is the organization of workshops and the publication of the proceedings. Each workshop focuses on the latest findings, the controversies and further research needs concerning various topics in nutrition.
Sponsored publications

Books (HCPs)

Fast Facts – The ultimate medical handbook series

- The highest quality content, delivering balanced practical information that will ultimately contribute to better health.
- 20+ years of ever-improving content; BMA-Award-winning; Authored by top international KOLs; Over 80 key topics already covered; Over 4 million copies sold.
Karger Products & Services

Sponsored publications

Books (Patients)

**Fast Facts** for Patients – New patient-focused series that sets out to:

- Deliver the key facts that patients and their supporters need to and want to know.
- Aid the understanding of the basic science and management of their disease through the use of clear illustrations.
- Underline that: Information + Taking control = Best outcomes
Sponsored publications

Local Editions

• Pharma-sponsored supplements, reprints or compendium of articles from books/journals produced exclusively for a specific market (in a foreign language) - for distribution to KOLs.

• Customization/Client branding (i.e. incorporating company’s logo, etc.) is possible.
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Sponsored publications

TAP Booklets

• Pharma-sponsored reprint of a compendium of journal articles and book chapters - produced as give-aways to KOLs, e.g. at conferences for all participants.

• Customization/Client branding (i.e. incorporating company’s logo, advertising material, etc.) is possible.

• Can be combined with sponsored access, translations, etc.
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Corporate Publishing Services

*Helping biomedical research experts to communicate their findings and increase visibility worldwide*

- Editorial consulting on publishing projects of all types Initiating bespoke content to educate and raise awareness in a specific area of medicine
- Co-ordination of complete projects
- Dealing with medical journalists, clients, agencies
- Generating timetables / schedules
- Co-ordination of typesetting and correction process with clients/agencies until print-approval
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Corporate Publishing Services

Inserts / Advertorials

PharmaForum / PharmaNews Sections / Periodika

Bespoke Fast Facts titles
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Reprints / Licenses

• Branded / unbranded reprints of journal articles and/or book chapters.

• Perfect to include in product folders, mailings, presentations and conference bags.

• Licensed Reprints – grant the right to reprint single articles or book chapters, or a selected collection of single articles under company’s own branding.

• Licensed ePrints – DRM-protected reprints of single articles or book chapters in electronic format (PDF files). Access to an article or book chapter is provided via a link that can be shared online. → Perfect to integrate into community/product websites.

• Exclusive Cooperation for /eReprintsPrints (of Karger Basel content) with Content’Ed Net

• Licenses – content can be provided in multiple formats for easy integration into pharma systems (e.g. HCP portals or Learning Management Systems).
Karger Products & Services

Advertising

Cost-efficient medium to showcase medical, technical and pharmaceutical products and services

- Print Ads
- Online Banner Ads
- Bound / Loose inserts
- Special ads – Title flap, Bookmark, Corner ad, Fold-out pages, Belly-band, Add-on’s, Branded wrapping
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Online Banner Ads

Print Ads

Skyscraper
165 x 918 px

Rectangle large
160 x 148 px

Rectangle
160 x 45 px
Karger Products & Services

Foreign Rights / Translations

• Translation of any Karger book, journal or single article and book chapter into another language.
• Permissions to translate single articles or book chapters through Rightslink®.
• Foreign Rights Section on www.karger.com – to learn more about the process of acquiring the translation rights for the publications of interest.
Sponsored Access

- Sponsoring arrangements are highly flexible to suit the clients’ needs for timing, topics and location.
- Any title or product may be sponsored – single articles or compilations (e.g. TAPs), conference proceedings or abstract issues, books or serial publications – print & online.
- We help clients to strengthen their company profile among a group of KOLs in a specific area, by providing this group with free (online) access to our high-quality content.
**Karger Products & Services**

**Videos / Webcasts**

To educate and raise awareness in a specific area of medicine.

For use on internal training platforms or HCP educational portals.

Work with medical/marketing department to identify topics of interest.

Invites to KOLs to write script and deliver information in front of camera.

Edit and review script, sign-off from MLR (medical legal review).

Film, edit and deliver the finished video.
Karger Products & Services

Patient Pictures

Clinical drawings for patients – improve doctor/patient communication

Support the patient journey and aid understanding through the provision of clear clinical illustrations and key notes

Deliver bespoke resources through multiple channels:

- Image banks for product websites or educational hubs
- Tear-off pads and flip charts for HCP consultations
- Illustrations for slide-decks and product literature
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