Karger

Media Kit
Digital Advertising

Contextual Advertising with PubGrade Advertising Solutions

Karger Publishers utilizes PubGrade's powerful contextual targeting platform to offer you, our advertisers, granular contextual and audience targeting, coupled with effective campaign management and more detailed reporting. This means that we will serve your ads in the context of relevant research articles - optimizing reach and delivering exceptional value for your budget.

PRE-CAMPAIGN CONSULTATION

- You tell us about the products, services, and content you want to promote.

- We will identify the most relevant keywords that connect your campaign message to Karger research articles that are read by your target audience.

- You can suggest any number of keywords, phrases, or scientific concepts, which we will combine using Boolean logic to present your advertisements alongside only the most relevant Karger research papers.

- Campaign keywords can be modified, according to your feedback.

- We will share impression forecasts and campaign reach data resulting from your individual range of chosen keywords prior to the commencement of any campaign.
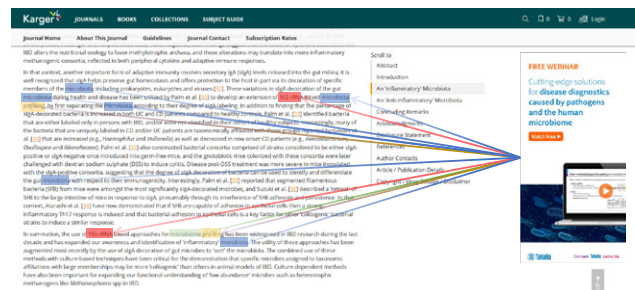
DURING THE CAMPAIGN

- You have the option to gain direct access to real- time campaign metrics through our Campaign Monitoring service.

- Analyze your campaigns and optimize them to achieve superior results.

- With longer term campaigns you will receive monthly, more detailed performance reports.

POST-CAMPAIGN

- You will receive a detailed PDF report that goes beyond general performance metrics. Among other data, it contains the identification of page views by institutes and hospitals.

PubGrade

Digital Advertising Opportunities on *Karger.com*

TACTICS	PLACEMENTS	DIMENSIONS px	TARGETING OPTIONS	RATE €
Display Advertising	Article pages Issue pages	MPU (300 × 250) HPU (300 × 600)	Geography, Journals	80,00 CPM
Contextual Targeted Display Advertising	Article pages	MPU (300 × 250) HPU (300 × 600) Leaderboard (728 × 90)	Geography, Granular Contextual, Journals	90,00 CPM
Premium Journal Advertising	Journal pages Article pages Issue pages	Leaderboard (728 × 90)	Geography, Journals	1.580,00 per month and journal

2 M+ active unique users per month across *Karger.com*

Leaderboard
«sticky» for 10s

Top MPU

Content

Content

Scrolling HPU
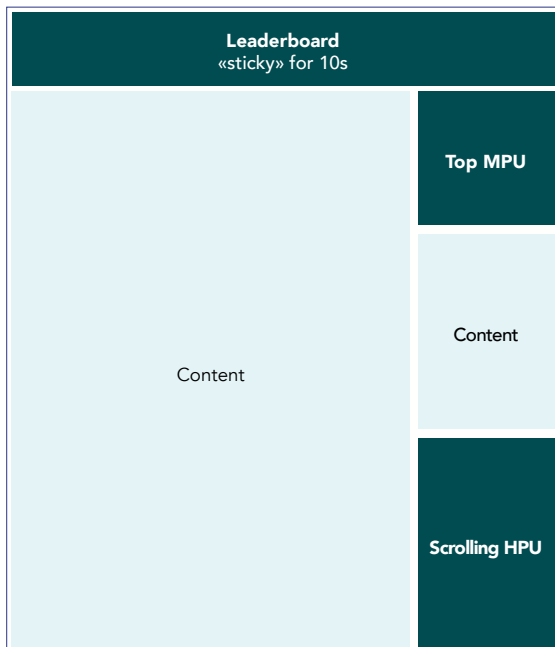
TECHNICAL SPECIFICATIONS

File Types: GIF, JPG, PNG
Min. Resolution: 72 dpi
Max. Weight: 200 kB

DATA DELIVERY

Please send creatives data exclusively to:
creatives@karger.com

CUSTOMIZATIONS

Contact us, for further customizations and
bespoke offerings

Karger