



# **Gelbe Liste Online Media Data 2026**

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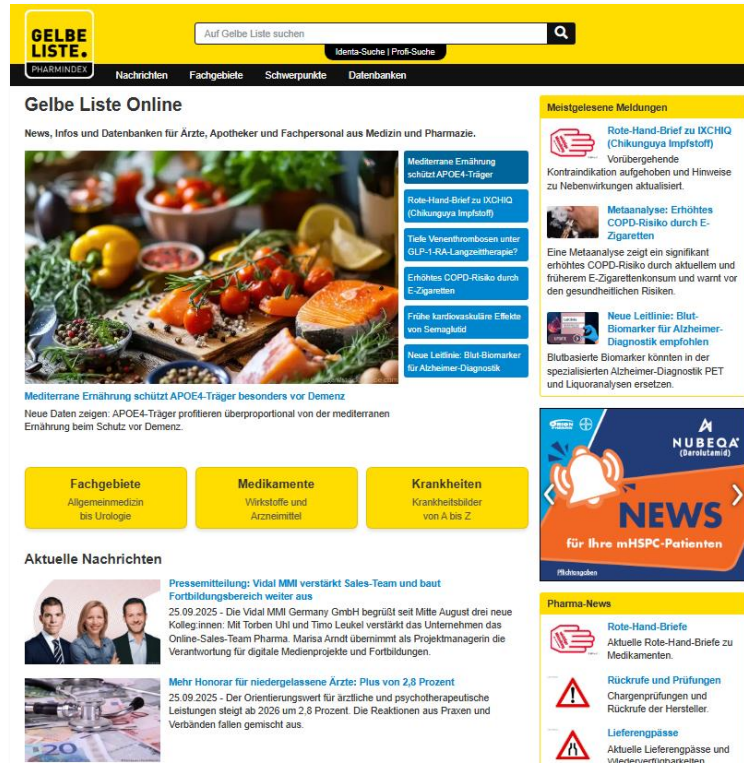
**Advertising formats and prices**

Status: January 1, 2026

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# Brief Profile – Gelbe Liste Pharmindex



**Gelbe Liste Pharmindex** is Germany's leading multimedia information and communication portal for medical professionals. What began as a pharmaceutical database has evolved into a comprehensive knowledge and service platform. It provides physicians, pharmacists and healthcare professionals (HCPs) with verified professional information on more than **48,000 medication packages**, **daily medical news**, **current studies**, and **topic-specific specialist newsletters**. Physicians also benefit from online **CME trainings** and an integrated **interaction check** for reviewing potential drug interactions.

With more than **1.9 million unique users per month**, including **80,000 logged-in specialists**, and **95,000 newsletter subscribers**, Gelbe Liste reaches a validated and highly specific audience via **web, app and newsletters**. With **SEO optimization**, **precise targeting**, and **multichannel communication at the point of care**, it's the ideal medium for pharmaceutical advertising, from display ads and content marketing to CME education.

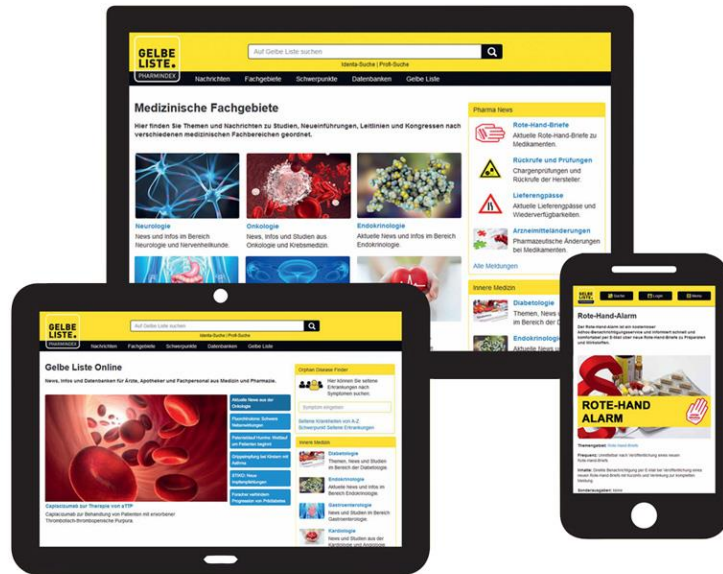
## Why Gelbe Liste Pharmindex?

- **High reach & targeted:** Physicians, pharmacists, medical professionals
- **Multimedia & flexible:** Web, app, newsletters, print-to-digital
- **Innovative formats:** med.i.scroll, med.i.tap, med.i.frame, med.i.box
- **Performance-driven:** A/B testing, KPI tracking, reporting
- **HWG-compliant & data-secure:** Communication at the highest professional standards

**Gelbe Liste Pharmindex – Your platform for successful healthcare communication.**

# Performance Values

**Gelbe Liste Online** stands for reach, relevance, and precision. With millions of monthly visits and a clearly defined professional target audience, it is one of the strongest platforms for digital healthcare communication in Germany.



## Details\*

<b>Unique User (per month)</b>	<b>1,900,000</b>
- of which logged-in professionals	80,000
<b>Visits (per month)</b>	<b>2,400,000</b>
- of which logged-in professionals	100,000
<b>Page Impressions (per month)</b>	<b>4,700,000</b>
- of which logged-in professionals	300,000
<b>Newsletter Subscribers</b>	<b>95,000</b>

## Users

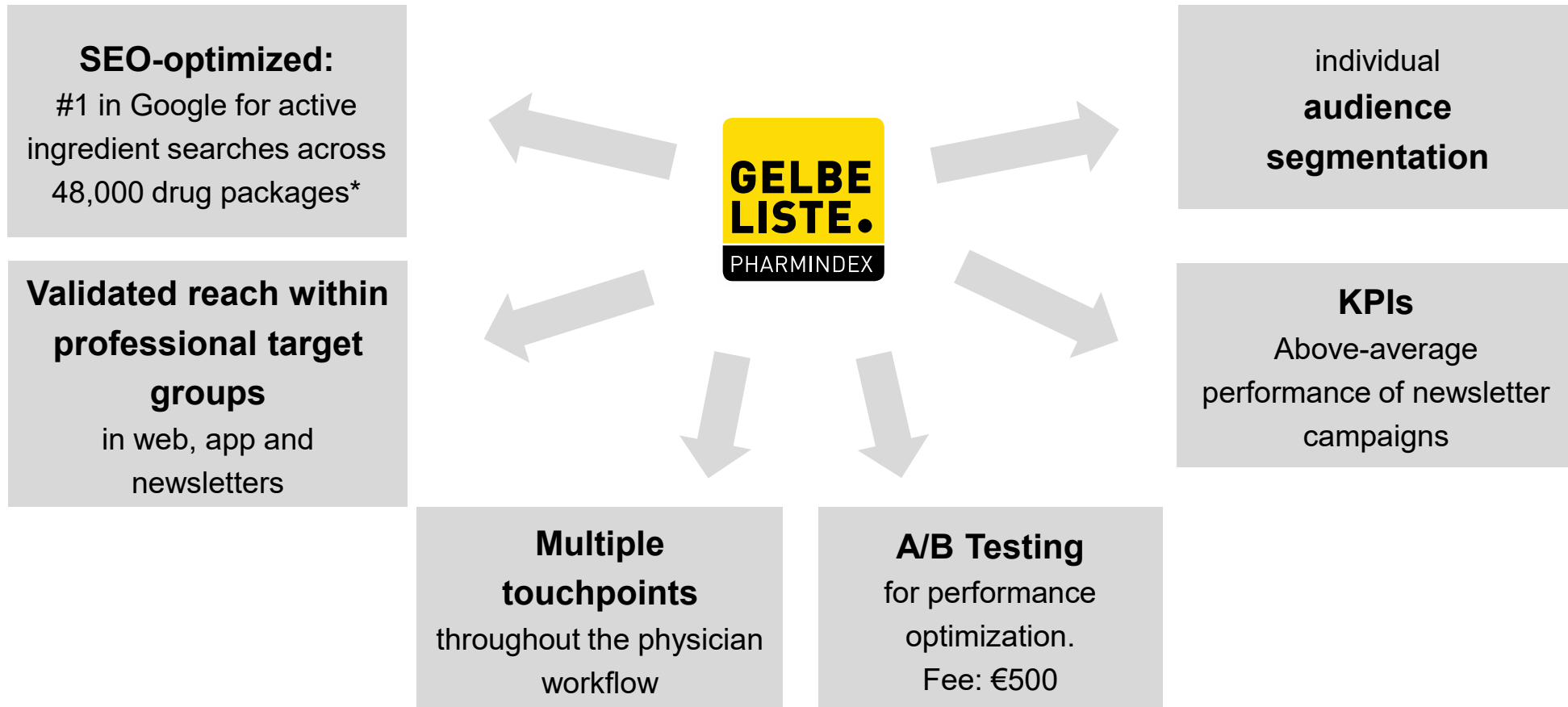
<b>Registered Users</b>	<b>340,000</b>
- Physicians	112,000
- Pharmacists	40,000
- Alternative Practitioners	9,200
- Medical Professionals	6,500
- Pharmaceutical Professionals	11,300
- Nursing Staff	55,000
- Medical Students	16,000
- Pharmacy Students	8,200

**HWG-Compliant Targeting**

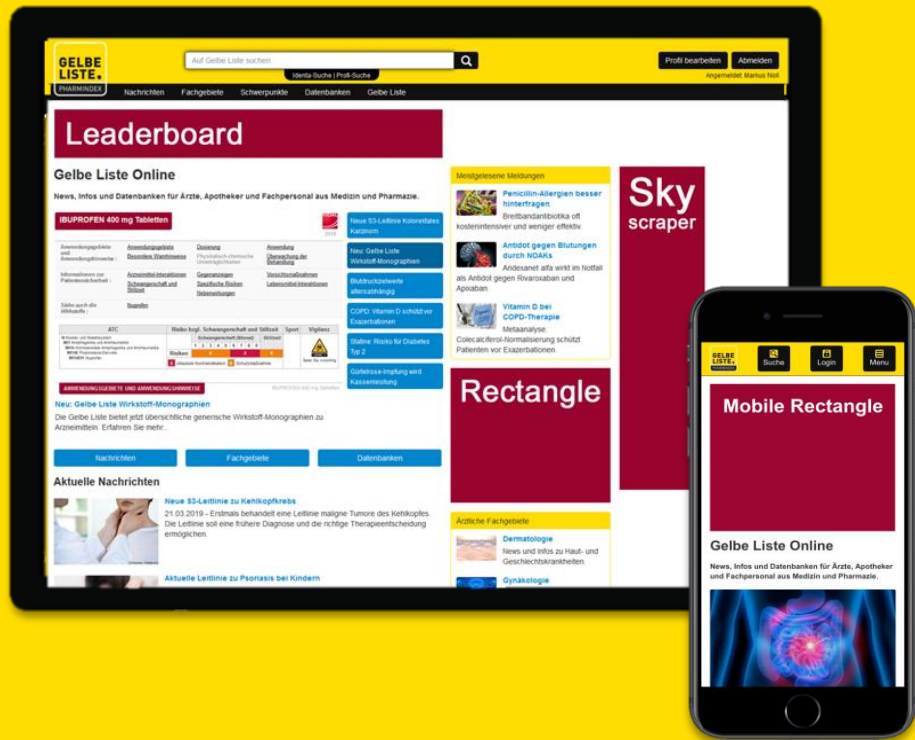
\*Since the end of March 2025, Google displays AI-generated summaries at the top of all search results. This change has visibly influenced user click behaviour and therefore traffic to Gelbe Liste Online (especially substance pages and disease profiles) before login — without any deterioration in the website's excellent Google ranking itself. All website operators are affected equally by this Google AI update.

### Multichannel communication at the point of care:

Connecting the pharmaceutical database with the news portal enables communication with physicians at all stages of the prescribing process.



\*Sistrix Keyword Analysis Germany, 12/2025

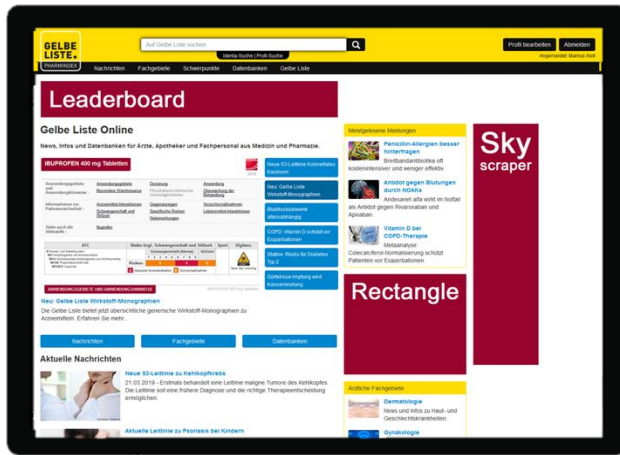
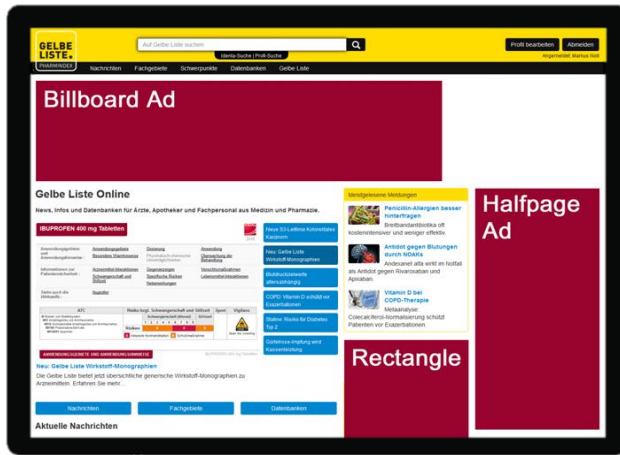


# Display Advertising

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# Display Advertising

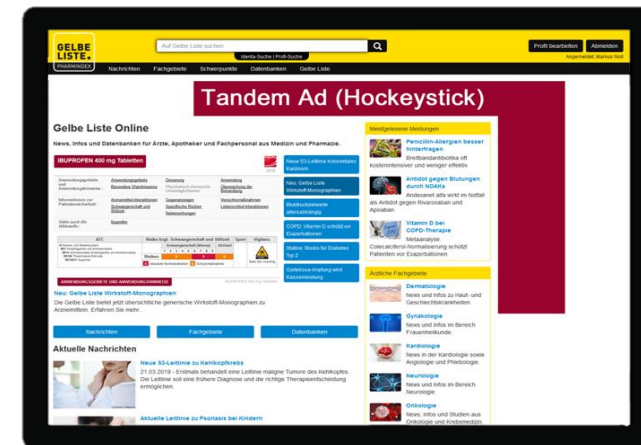
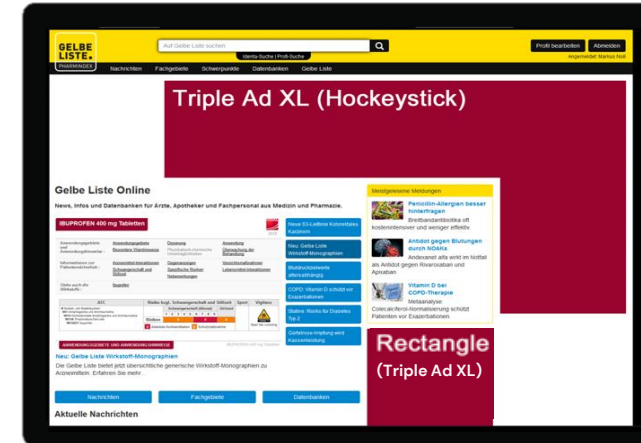
## Banner Formats



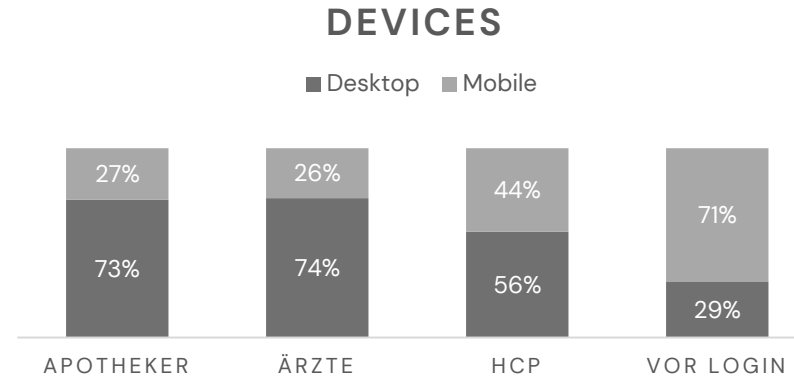
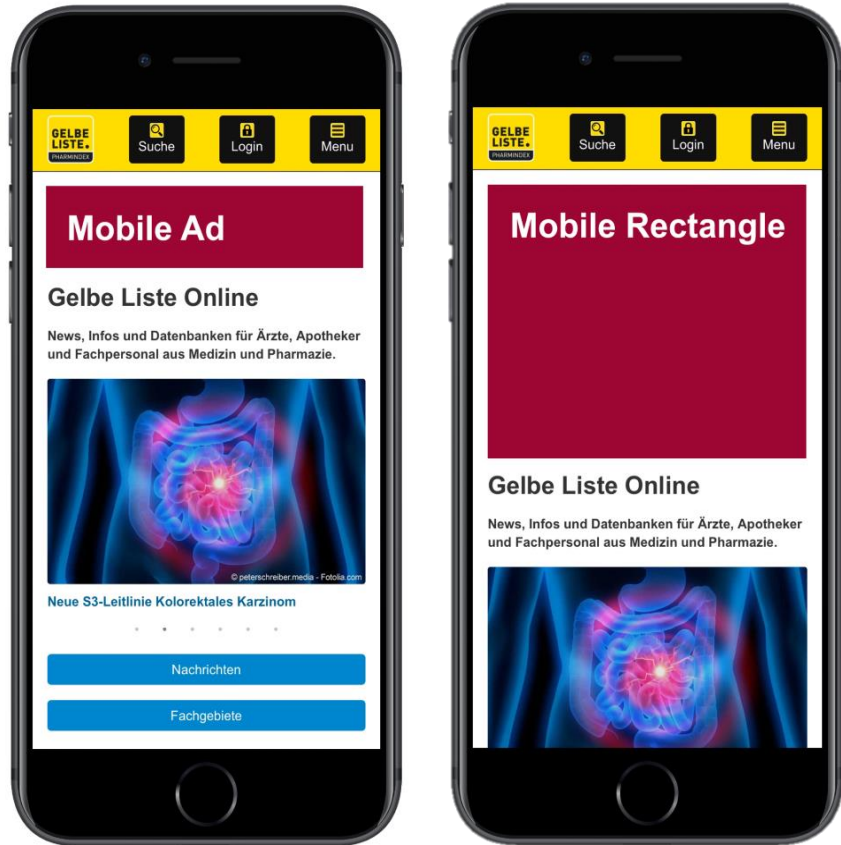
Ad Type	Format	Before Login CPM	Pharmacists CPM	PCP CPM	Specialists CPM
Rectangle	300 x 250 px	€70	€80	€130	€165
Leaderboard	728 x 90 px to 970 x 90 px	€70	€80	€130	€165
Skyscraper	160 x 600 px	€70	€80	€130	€165
Halfpage Ad	300 x 600 px	€80	€95	€160	€180
Billboard Ad	800 x 250 px to 980 x 250 px	€90	€100	€190	€210

# Banner Combinations

Combination	Formats Included	Before Login CPM	Pharmacists CPM	PCP CPM	Specialists CPM
Tandem Ad	Leaderboard + Skyscraper (Hockeystick)	€90	€100	€165	€180
Triple Ad	Leaderboard + Skyscraper + Rectangle	€120	€130	€200	€220
Tandem Ad XL	Billboard + Halfpage Ad (Hockeystick)	€155	€170	€230	€250
Triple Ad XL	Billboard + Halfpage Ad + Rectangle	€175	€190	€270	€270

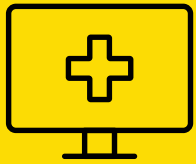


# Mobile Banner Formats



Ad Type	Format	Before Login CPM	Pharmacists CPM	PCP CPM	Specialists CPM
Mobile Ad	300 x 50 px to 300 x 75 px	€70	€80	€130	€165
Mobile Rectangle	300 x 150 px to 300 x 250 px	€70	€80	€130	€165

# Targeting



Targeting by  
**Content categories**



- Editorial topic areas
- Medical specialties
- Manufacturers
- Products
- Active ingredients
- ATC categories (drug classes)
- ICD categories (disease areas)



Targeting by  
**Professional groups**

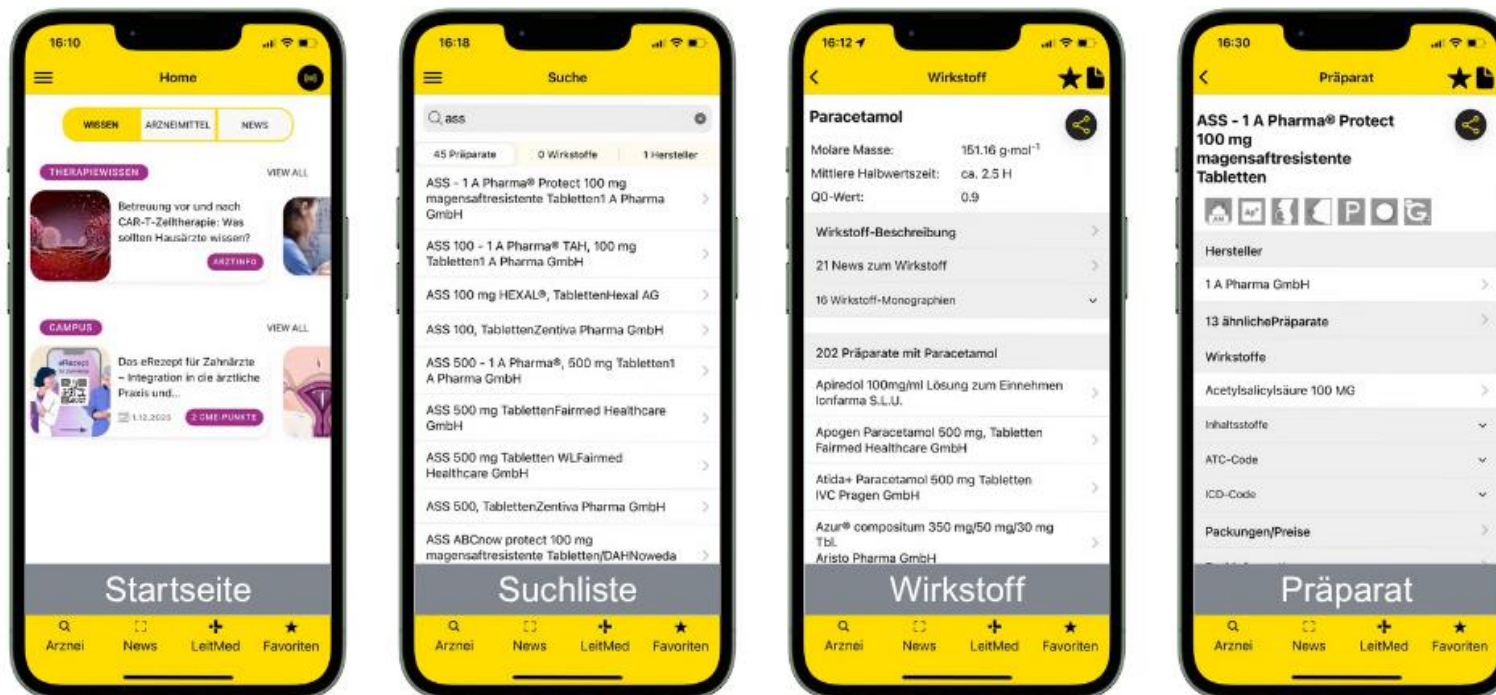


- Physicians / PCP
- Pharmacists
- Alternative practitioners
- Medical professionals
- Pharmaceutical professionals
- Nursing staff
- Students (medicine/pharmacy)

# Gelbe Liste App

400,000  
installations

18,000  
active monthly  
users



Placement	Format	Duration	Price
Home & Overview Pages (rotation)	1040 x 180 px (jpg, gif, max. 70 kb)	3 months	€2,890
ATC-Targeting (placement on product and substance pages, and for matching substance-related search results)	1040 x 180 px (jpg, gif, max. 70 kb)	3 months	€1,390 (per ATC)

\* Apple App Store, Google Play, Piano Analytics



# Content Marketing

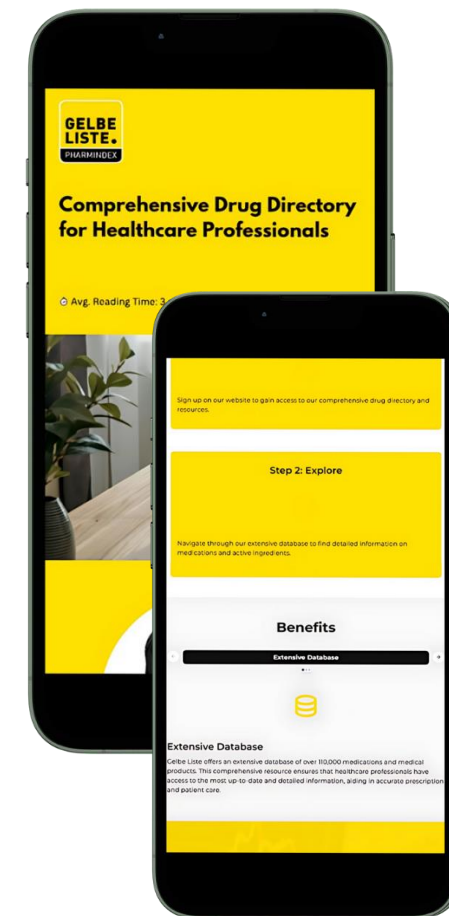
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## med.i.scroll

med.i.scroll is a digital scrollytelling format designed for target-group-specific presentation of medical content. The interactive co-branded microsite on Gelbe-Liste.de combines visual storytelling with narrative depth, enabling dialog-oriented and sustainable knowledge transfer.

Key Features	Promotion	Duration
<ul style="list-style-type: none"> <li>• Scrollytelling with clear, narrative user guidance</li> <li>• Interactive elements: quizzes, videos, tooltips, surveys</li> <li>• Editorially reviewed &amp; didactically optimized</li> </ul>	1 teaser in topic area	4 weeks
	1 teaser run-on-site	6 months
	1 teaser in PCP or thematic newsletter	4 sends
	1 branding standard banner	6 months



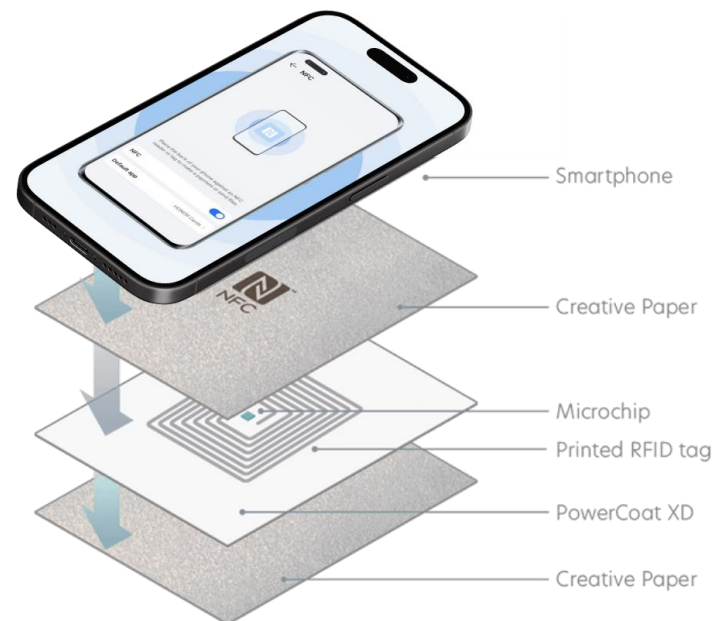
Advertising Format	Scope of Services	Duration	Price
<b>Scrollytelling Format</b>	Concept & editorial development (storyline/structure, medical writing incl. editing/proofreading) Design (microsite incl. visuals & licensing) Technical implementation (web development incl. animation & responsive design) SEO & QA (SEO basics & testing: meta data, performance, browser/mobile checks, usability) Hosting (SSL certificate & web space)	6 months	Price on request (depends on target group & reach)



## med.i.tap

A high-quality printed folder supports pharmaceutical field teams and provides direct access to medical content in the Gelbe Liste App via NFC tag and QR code. This smart print-to-digital link enables modern and measurable interaction.

Format	Quantity	Total Price	Unit Price
<b>21 x 10.5 cm (DIN long)</b>	500	€2,400	€4.80
	1,000	€4,300	€4.30
	1,500	€6,150	€4.10
	2,000	€7,800	€3.90
	2,500	€9,750	€3.70
	5,000	€17,500	€3.50
<b>14.8 x 21.0 cm (DIN A5)</b>	500	€3,450	€6.90
	1,000	€6,200	€6.20
	1,500	€8,850	€5.90
	2,000	€11,200	€5.60
	2,500	€13,250	€5.30
	5,000	€25,000	€5.00



### Included Services

- **6 month duration | €3,000 one-time setup fee**
- Consulting & concept (including use-case analysis)
- UX/UI design & technical development of the mini-app
- Content integration & QA
- Implementation, launch & deployment

# Content Marketing

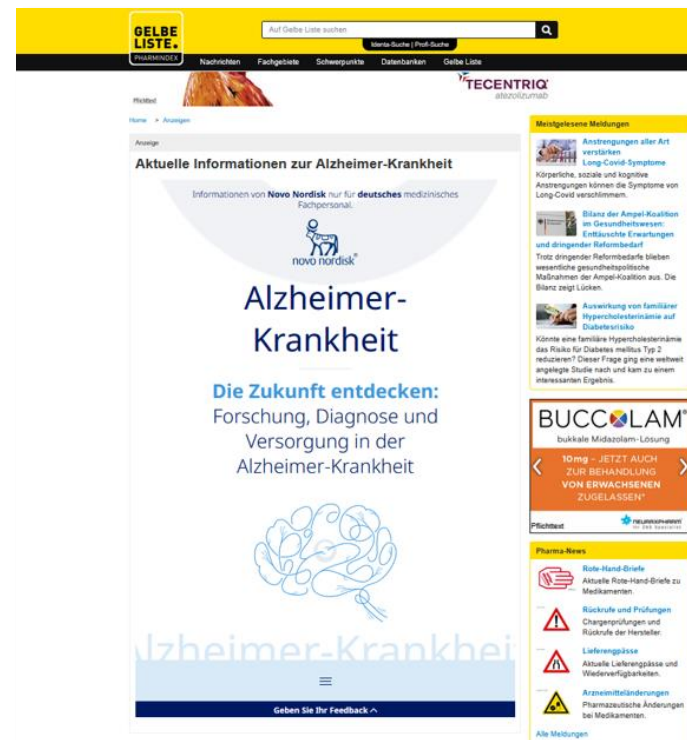


## med.i.frame

med.i.frame enables seamless integration of medical content via iFrame on Gelbe-Liste.de — in customer branding and with full content control by the pharmaceutical partner. The solution offers long-term visibility, combines medical education with promotional presence, and is ideal for awareness and launch campaigns. Exclusive placements, teaser options, and link modules can be added.

Services Included: Content slot, design alignment, reporting

Promotion	Duration
1 teaser in topic area	Entire booked duration
1 teaser run-on-site	Visible on rotating subpages during duration
1 teaser in PCP or thematic newsletter	1 issue per month during duration
1 branding standard banner	Entire booked duration



Package	Price
Test (2 months)	Price on request (depends on target group & reach)
Basic (3 months)	
Pro (6 months) + 2 stand-alone newsletters	
Premium (12 months) + 4 stand-alone newsletters	

\* When extending to "Basic," 50% of costs are credited. When upgrading to "Pro" or "Premium," 100% of costs are credited.



## Content Marketing



# med.i.box

The med.i.box allows the booked product listing to be supplemented with videos, studies, patient brochures, forms, links, and contact information. The med.i.box content is displayed in an HWG-compliant manner both on the website and in the app.

The med.i.box is regularly promoted on the website and in newsletters.

Product listing and med.i.box in combination ensure maximum visibility in Google search and the Gelbe Liste database search.

### Vobaderm®

Almirall Hermal GmbH



**Präparat**

**Gebrauchsinformation** [PDF Beipackzettel Vobaderm®](#)

**Fachinformation** [Fachinformation Vobaderm®](#)

**Wirkstoffe** [Details >](#)  
Flupredniden 21-acetat  
Miconazol nitrat

**ICD-10 Code**  
B35.9 Dermatophytose, nicht näher bezeichnet  
B36.9 Oberflächliche Mykose, nicht näher bezeichnet  
B37.2 Kandidose der Haut und der Nägel  
L30.3 Ekzematoide Dermatitis

**Darreichungsform** Creme

Hersteller-Infos zu Vobaderm® von Almirall Hermal

[PDF](#) Für Ärzte - Übersicht Mykologisches Fortbildungsangebot

[PDF](#) Für Ihre Patienten - Kopfpilz erkennen und richtig behandeln

[PDF](#) Für Ärzte - Polypragmatischer Ansatz durch Wirkstoffkombination

[PDF](#) Für Ihre Patienten - Ringelflechte erkennen und richtig behandeln

Alle anzeigen ▾



Interaktionen

- Präparat
- Hersteller-Informationen
- Packungen & Preise
- Wirkstoff
- Basisinformation
- Zusammensetzung
- Anwendung
- Gegenanzeigen
- Schwangerschaft
- Stillzeit
- Nebenwirkungen
- Warnhinweise und Vorsichtsm...
- Dosierung
- Ähnliche Präparate



Advertising Format	Content Types	Price
<b>med.i.box RX</b> (after login)	Videos (mp4), brochures (PDF), images (jpg, gif, png) each with title and short text (up to 140 characters)	€4,990 (12 months)
<b>med.i.box OTC</b> (before and after login)	Videos (mp4), brochures (PDF), image (jpg, gif, png) each with title and short text (up to 140 characters)	€8,190 (12 months)
<b>Promo Package RX</b> (after Login)	Promotion of product with med.i.box via newsletter - PCP target group: 3 teasers - Specialists target group: 4 teasers	€5,500
<b>Promo Package OTC</b> (before and after Login)	Promotion of product with med.i.box via newsletter - 2 teasers to all Tuesday subscribers or 3 teasers to all specialty subscribers (depending on specialty)	€8,990

# Product Listing

The Gelbe Liste Pharmindex, an established database for physicians, pharmacists, and medical professionals, lists all IFA-reported products including active ingredient and price information. Editorial updates occur every 14 days. The basic product listing can be enhanced with professional information, patient information, and product packshots, and can be prioritized in search results.

Advertising Format	Materials	Duration	Price
Product Listing	Professional information, patient information, base text, packshot	12 months	€2,800

## Iberogast® Classic, Flüssigkeit zum Einnehmen

Bayer Vital GmbH Selbstmedikations-/Consumer-Care-Prod.



**Präparat**

**Gebrauchsinformation** [Beipackzettel Iberogast® Classic, Flüssigkeit zum Einnehmen](#)

**Fachinformation** [Fachinformation Iberogast® Classic, Flüssigkeit zum Einnehmen](#)

**Wirkstoffe** [Details >](#)

Schleifenblumen-Tinktur  
 Angelikawurzel-Tinktur  
 Kamillenblüten-Tinktur  
 Kümmel-Tinktur  
 Mariendistelfrüchte-Tinktur  
 Melissenblätter-Tinktur  
 Pfefferminzblätter-Tinktur  
 Schöllkraut-Tinktur  
 Süßholzwurzel-Tinktur

**ICD-10 Code**

K29.7 Gastritis, nicht näher bezeichnet  
 K30 Funktionelle Dyspepsie  
 K31.88 Sonstige näher bezeichnete Krankheiten des Magens und des D...  
 K58.8 Sonstiges und nicht näher bezeichnetes Reizdarmsyndrom  
 K59.9 Funktionelle Darmstörung, nicht näher bezeichnet

**Darreichungsform** Flüssigk. zum Einnehmen

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**Packungen & Preise**

Iberogast® Classic Flüssigkeit zum Einnehmen 20ml N1 [Preisvergleich](#)

**PZN: 18607654** **Packungseinheit: 20 ml**

AVP: 14,29 €      Festbetrag: -      Zuzahlung: 5,00 €

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Iberogast® Classic Flüssigkeit zum Einnehmen 50ml N2 [Preisvergleich](#)

**PZN: 18607640** **Packungseinheit: 50 ml**

AVP: 29,57 €      Festbetrag: -      Zuzahlung: 5,00 €

- [Interaktionen](#)
- [Präparat](#)
- [Packungen & Preise](#)
- [Wirkstoff](#)
- [Basisinformation](#)
- [Zusammensetzung](#)
- [Anwendung](#)
- [Gegenanzeigen](#)
- [Schwangerschaft](#)
- [Stillzeit](#)
- [Nebenwirkungen](#)
- [Warnhinweise und Vorsichts...](#)
- [Nachrichten](#)
- [Ähnliche Präparate](#)

# Advertorial

The advertorial appears as a landing page featuring your content in the look & feel of Gelbe Liste Online. For OTC campaigns it is visible before login; for RX campaigns it is accessible only to registered physicians. Users are directed to the advertorial via website and newsletter teasers, where they can explore the topic in depth.

## Description

Duration	3 months
• Teaser in topic area	2 weeks
• Teaser run-on-site	3 months
• Teaser in PCP or specialty newsletter	2 sends
• Branding standard banner	3 months
• Additional components & editorial text creation	optional, on request
Price for PCP target group (after login)	€6,900
Price before/after login	€6,900
Price after login only	€4,500

# Content Marketing

## Content Hubs

### The Knowledge Portal for Physicians

- **Research, guidelines, new studies:** Detailed information on diseases, treatment algorithms, and therapy options
- **Content Hubs:** Editorially developed thematic clusters, evidence-based, interdisciplinary, and therapy-focused
- **Multimedia formats:** Webcasts, podcasts, feature articles, interviews with renowned experts
- **Editorial team:** Independent editorial staff consisting of physicians, pharmacists, and biologists
- **Collaborations:** Partnerships with medical associations and societies
- **Service:** Target-group-specific information also available as PDFs for patient handouts
- **Continuing education:** Webinars and certified trainings can be integrated



Advertising Format	Scope of Services	Duration	Price
Content Hub Sponsoring	<ul style="list-style-type: none"> <li>• Exclusive sponsorship of topic</li> <li>• Editorial expert interview (video)</li> <li>• Advertorial</li> <li>• Promotion in specialist newsletters</li> </ul>	6 months	Price on request  (depends on target group & scope)



# Newsletter

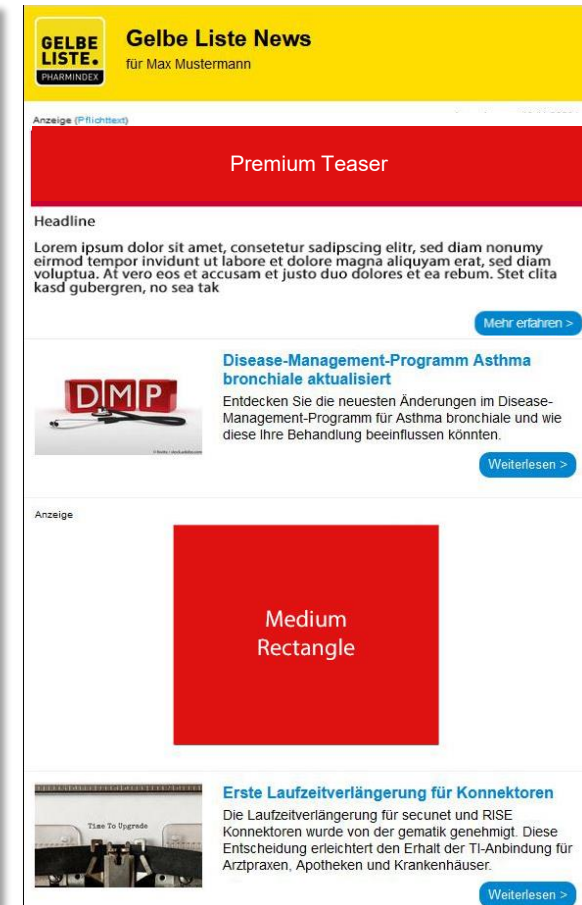
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# News for Physicians, Pharmacists, and HCPs

The Gelbe Liste newsletters provide updates on new medications, guidelines, studies, and therapies, as well as Red-Hand letters, supply shortages, and developments in the pharmaceutical market.

95,000 healthcare professionals regularly receive the Gelbe Liste newsletters.

Format	Specifications
Full Banner	620 x 90 px (jpg, gif, max. 40 kb)
Rectangle	300 x 250 px (jpg, gif, max. 40 kb)
Teaser	Headline max. 80 characters, Text max. 250 characters Image (jpg, gif, png, max. 50 kb): Minimum: 400 x 250 px Medium: 600 x 375 px Maximum: 800 x 500 px
Premium Teaser	Headline max. 80 characters, Text max. 250 characters Image (jpg, gif, png, max. 50 kb): 620 x 90 px (Exception: Practice Letter & Highlights of the Week) Minimum: 400 x 250 px, Medium: 600 x 375 px, Maximum: 800 x 500 px
Exclusive	3 teasers + 1 full banner



\* Price includes 2 proofreading cycles.

# News for Physicians

Newsletter	Target Group	Frequency	Recipients	Open Rate	Full Banner	Rec-tangle	Teaser Pos. 3-5	Teaser Pos. 1-2	Premium Teaser	Exclusive
<b>GLO News</b>	Physicians/PCP	Tuesdays, weekly	27,800	38%	€1,550	€1,950	€2,750	€2,900	€3,100	-
<b>Congress Newsletter DGIM</b>	PCP	06/05/2026	15,500	19%	-	-	€2,290	-	-	€7,500
<b>Practice Letter</b>	Physicians	Wednesdays, weekly	8,300	35%	-	€1,290	€1,590	€1,890	€1,890	-
<b>Highlights of the week</b>	Physicians	Saturdays, weekly	27,800	40%	-	-	€2,750	€3,100	€3,100	-
<b>GLO News</b>	Physicians/PCP + Pharmacists	Tuesdays, weekly (2 sep. newsletters)	37,000	36%	€1,950	€2,390	€2,990	€2,990	€3,290	-

## News for Pharmacists & PTAs

Newsletter	Target Group	Frequency	Recipients	Open Rate	Full Banner	Rectangle	Teaser	Premium Teaser	Exclusive
GLO News	Pharmacists	Tuesdays, weekly	9,200	33%	€750	€1,090	€1,590	€1,890	-
Trade Fair Newsletter – expopharm	Pharmacists	tbd	10,100	ca. 30%	-	-	€2,090	-	€6,300
GLO News	Physicians/PCP + Pharmacists	Tuesdays, weekly (2 sep. newsletters)	37,000	36%	€1,950	€2,390	€2,990	€3,290	-
GLO News	Pharmacists + PTA	Tuesdays, weekly (2 sep. newsletters)	12,600	33%	€850	€1,290	€1,950	€2,250	-

## Stand-Alone Newsletter

# Physicians, Pharmacists & HCPs

Reach your target group individually with a stand-alone newsletter scheduled at the date of your choice.

**GELBE LISTE.**  
PHARMINDEX

**Gelbe Liste Sonderausgabe**  
für Max Mustermann

Sonderausgabe vom 07.11.2023 | [Online-Version](#)

Sehr geehrter Herr Mustermann,

in dieser Sonderausgabe des Gelbe Liste Newsletters informieren wir Sie über Influenza-Infektionen. Es werden keine persönlichen Daten an den Sponsor XXX weitergegeben.

Ihr Gelbe Liste Team

Anzeige

**Header-Bild**

**Influenza-Infektion: Herz und Hirn in Gefahr**

Als systemische Erkrankung kann die Influenza vor allem bei Menschen ab 60 Jahren das Risiko für Komplikationen stark erhöhen.<sup>1</sup> So besteht ein kausaler Zusammenhang zwischen einer [Influenza und einem kardiovaskulären Risiko](#).<sup>2</sup> Besonders bei Vorliegen von Begleiterkrankungen kann eine Influenza das Risiko für Schlaganfall und Herzinfarkt erhöhen oder zum Verlust der Eigenständigkeit oder zu vermehrten glykämischen Entgleisungen führen.<sup>2-4</sup>

Details	
Distribution	on request
Open rate (unique)	18 %
HWG-compliant targeting	yes
<b>Total subscribers</b>	<b>90,000</b>
- Physicians (incl. 13.045 PCP)	28,100
- Pharmacists	10,400
- PTA	2,500
- Alternative Practitioners	4,200
- Medical Professionals	4,600
- Pharmaceutical Professionals	3,300
- Nursing Staff	20,700

Format	Specifications	PCP	Physicians	Pharmacists	Physicians + Pharmacists
<b>Stand-Alone Newsletter*</b>	Design & formats per agreement	€9,200	€12,900	€5,700	€14,900

\* Price includes two proofreading rounds.

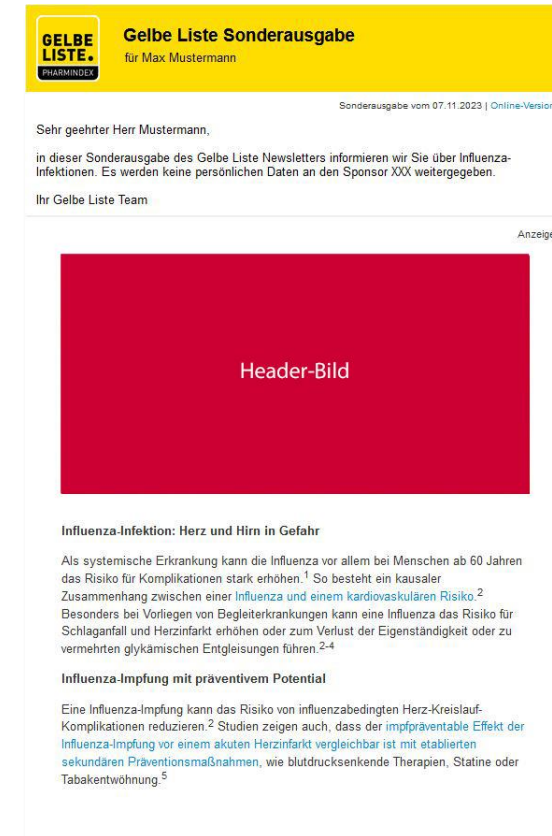
## Stand-Alone Newsletter

# Exclusive to Specialists

With the Gelbe Liste stand-alone newsletter, you can send your content to specialists at the date of your choice. Individual target-group selection is available on request.

Specialty	Recipients	Price
Dermatology	4,000	€4,900
Diabetology	2,800	€4,400
Gastroenterology	1,600	€4,300
Gynaecology	3,800	€4,900
ENT	1,000	€1,350
Cardiology	4,500	€4,900
Nephrology	300	€1,150
Neurology	4,700	€4,900
Oncology	3,100	€4,600
Ophthalmology	540	€1,350
Pediatrics	2,500	€4,400
Pulmonology	3,000	€4,600
Psychiatry	2,900	€4,400
Rheumatology	1,300	€4,300
Urology	800	€1,350

Details	
Distribution	Mon, Wed, Thu, Fri subject to availability
Open rate (unique)	16 – 26 %
Specifications	HTML file or text + image material (details on request)





Ausgabe vom 14.11.2023 |



### CME: Die Haut als Spiegel des Diabetes mellitus

Anhand von Kasuistiken rückt unser Experte Dr. Czaika in dieser CME-Fortbildung das Hautbild als einzigartigen Indikator für die Therapie und mögliche Frühwarnzeichen eines unentdeckten Diabetes in den Fokus. Die CME ist bis Juni 2024 verfügbar und mit 2 Punkten zertifiziert.

[Weiterlesen >](#)



### Methotrexat auch bei Vitiligo wirksam

Topisches Methotrexat führt bei Vitiligo zu einer Minderung der Krankheitsaktivität und Repigmentierung betroffener Hautareale.

[Weiterlesen >](#)

Anzeige (Fachinformation)

Teaser-Bild

### Headline

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[Mehr erfahren >](#)



### Psychische Gesundheit bei atopischer Dermatitis

Bei Neurodermitis leidet oft das psychische Wohlbefinden. Ein Review hat Strategien zur Verbesserung der psychischen Verfassung untersucht.

[Mehr erfahren >](#)

# Specialist Newsletters

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# Portrait

The specialist newsletters provide physicians in targeted specialties with regular updates on the latest news from the pharmaceutical market. Congress, special, and thematic newsletters offer in-depth content focusing on medical congresses, pharmaceutical research, and drug development.

**Average open rate: 42%**

Format	Specifications
<b>Full Banner</b>	620 x 90 px (jpg, gif, max. 40 kb)
<b>Rectangle</b>	300 x 250 px (jpg, gif, max. 40 kb)
<b>Teaser</b>	Headline max. 80 characters, Text max. 250 characters Image (jpg, gif, png, max. 50 kb): Minimum: 400 x 250 px, Medium: 600 x 375 px, Maximum: 800 x 500 px
<b>Premium Teaser</b>	Headline max. 80 characters, Text max. 250 characters Image (jpg, gif, png, max. 50 kb): 620 x 90 px
<b>Exclusive</b>	3 teasers + full banner in a congress, special, or thematic newsletter

**GELBE LISTE. PHARMINDEX** HNO News für Max Mustermann

Ausgabe vom 09.12.2024 |

Anzeige (Pflichttext)

**Premium Teaser**

Headline

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea tak

[Mehr erfahren >](#)

Anzeige (Fachinformation)

**Teaser-Bild**

Headline

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum

[Mehr erfahren >](#)

**Assoziation Hörverlust mit Abfall des Funktionsstatus bei Älteren?**

Hat ein schlechteres Hörvermögen Einfluss auf einen schlechteren Funktionsstatus bei Älteren? Dieser Frage ist eine aktuelle amerikanische Studie nachgegangen.

Anzeige (Pflichttext)

**Fullbanner**

**Medium Rectangle**

## Specialist Newsletter

# Cardiology Newsletter



Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Every 14 days, Wednesdays	4,800	41%	Full banner: 850 Rectangle: 950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	4,500	24%	Exclusive: €5,990
Congress Newsletter	DGK 2026 – 04/23/2026	4,500	22%	Teaser: €2,090 Exclusive: €5,990
Special Newsletter	World Heart Day – 09/29/2026	4,500	22%	Exclusive: €5,990

# Dermatology Newsletter

Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Every 14 days, Mondays	4,400	41%	Full banner: €850 Rectangle: €950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	3,900	17%	Exclusive: 5.990
Congress Newsletter	KoPra 2026 – 03/12/2026 EADV 2026 – 10/15/2026	3,900	18%	Teaser: €2,090 Exclusive: €5,990
Special Newsletter	World Psoriasis Day – 10/29/2026	3,900	17%	Exclusive: €5,990

# Diabetology Newsletter

Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Every 14 days, Fridays	2,600	46%	Full banner: €850 Rectangle: €950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	2,800	22%	Exclusive: €5,390
Congress Newsletter	DDG 2026 – 06/01/2026	2,800	23%	Teaser: €2,090 Exclusive: €5,390
Special Newsletter	World Diabetes Day – 11/14/2026	2,800	22%	Exclusive: €5,390

## Specialist Newsletter

# ENT Newsletter

Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Monthly, Fridays	1,000	48%	Full banner: 650 Rectangle: 750 Teaser 3-5: €1,020 Teaser 1-2: €1,150 Premium Teaser: €1,290
Thematic Newsletter	On request	1,000	20%	Exclusive: €3,990

# Gastroenterology Newsletter

Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Every 14 days, Mondays	1,700	49%	Full banner: €850 Rectangle: €950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	1,600	27%	Exclusive: €5,390
Congress Newsletter	ESMO GI 2026 – 07/15/2026 DGVS 2026 – 10/01/2026	1,600	27%	Teaser: €2,090 Exclusive: €5,390
Special-Newsletter	World Hepatitis Day – 07/28/2026 Stomach-Intestine Day – 11/07/2026	1,600	27%	Exclusive: €5,390

## Specialist Newsletter

# Gynaecology Newsletter

Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Every 14 days, Fridays	3,900	45%	Full banner: €850 Rectangle: €950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	3,800	21%	Exclusive: €5,990
Special Newsletter	World Menopause Day – 10/18/2026	3,800	21%	Exclusive: €5,990

## Specialist Newsletter

# Nephrology Newsletter (starting February 2026)



Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Monthly, Mondays	300	ca. 30 %	Full banner: €550 Rectangle: €650 Teaser 3-5: €870 Teaser 1-2: €990 Premium Teaser: €1,100
Thematic Newsletter	On request	300	20%	Exclusive: €3,390

## Specialist Newsletter

# Neurology Newsletter



Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Weekly, Wednesdays	4,400	38%	Full banner: €850 Rectangle: €950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	4,700	18%	Exclusive: €5,990
Congress Newsletter	DGN 2026 – 11/19/2026 DGPPN 2026 – 12/10/2026	4,700	20%	Teaser: €2,090 Exclusive: €5,990
Special Newsletter	World Alzheimer´s Day – 09/21/2026 European Depression Day – 10/04/2026	4,700	19%	Exclusive: €5,990

## Specialist Newsletter

# Oncology Newsletter



Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Weekly, Thursdays	2,900	38%	Full banner: €850 Rectangle: €950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	3,100	21%	Exclusive: €5,990
Congress Newsletter	ASCO GI 2026 – 01/23/2026 DKK 2026 – 03/06/2026 ASCO GU 2026 – 03/13/2026 ASCO 2026 – 06/15/2026 EHA 2026 – 06/26/2026 ESMO GI 2026 – 07/15/2026 DGHO 2026 – 10/26/2026 ESMO 2026 – 11/09/2026 ASH 2026 – tbd	3,100	18%	Teaser: €2,090 Exclusive: €5,990
Special Newsletter	World Cancer Day – 02/04/2026	3,100	20%	Exclusive: €5,990

# Ophthalmology Newsletter

Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Monthly, Thursdays	800	50%	Full banner: €650 Rectangle: €750 Teaser 3-5: €1,020 Teaser 1-2: €1,150 Premium Teaser: €1,290
Thematic Newsletter	On request	590	15%	Exclusive: €3,990
Congress Newsletter	AAD 2026 – 03/25/2026	590	15%	Teaser: € 2.090 Exclusive: € 3,990
Special Newsletter	World Sight Day– 10/08/2026	590	15%	Exclusive: €3,990

# Pediatrics Newsletter

Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Every 14 days, Thursdays	2,100	45%	Full banner: €850 Rectangle: €950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	2,500	23%	Exclusive: €5,390

## Specialist Newsletter

# Pneumology Newsletter



Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Every 14 days, Mondays	3,000	44%	Full banner: €850 Rectangle: €950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	3,000	25%	Exclusive: €5,990
Congress Newsletter	DGP 2026 – 04/02/2026 ERS 2026 – 09/23/2026	3,000	25%	Teaser: €2,090 Exclusive: €5,990
Special Newsletter	World Asthma Day – 05/06/2026	3,000	25%	Exclusive: 5.990 €

## Specialist Newsletter

# Psychiatry Newsletter



Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Every 14 days, Fridays	2,600	43%	Full banner: €850 Rectangle: €950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	3,000	24%	Exclusive: €5,390
Congress Newsletter	DGPPN 2026 – 12/10/2026	3,000	18%	Teaser: €2,090 Exclusive: €5,390
Special Newsletter	European Depression Day – 10/04/2026	3,000	18%	Exclusive: €5,390

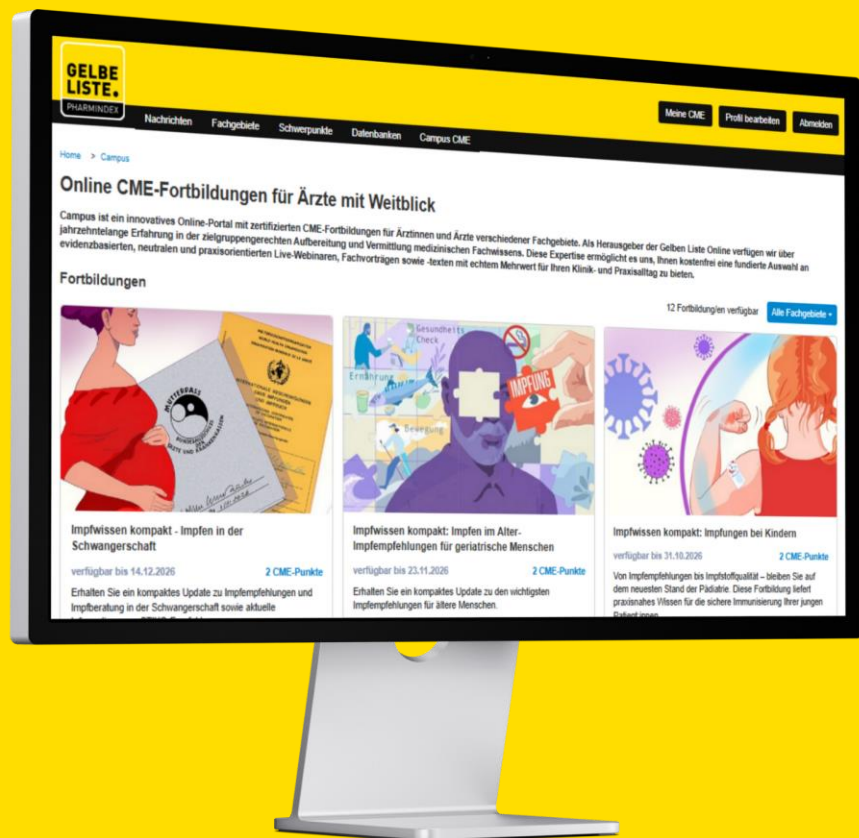
# Rheumatology Newsletter

Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Every 14 days, Mondays	1,500	46%	Full banner: €850 Rectangle: €950 Teaser 3-5: €1,430 Teaser 1-2: €1,600 Premium Teaser: €1,800
Thematic Newsletter	On request	1,300	26%	Exclusive: €5,390
Congress Newsletter	EULAR 2026 – 06/18/2026 DGRH 2026 – 09/18/2026	1,300	26%	Teaser: €2,090 Exclusive: €5,390
Special Newsletter	World Rheumatism Day – 10/12/2026	1,300	26%	Exclusive: €5,390

## Specialist Newsletter

# Urology Newsletter

Newsletter Type	Frequency	Subscribers	Open Rate	Format/Price
Specialist Newsletter	Monthly, Mondays	900	46%	Full banner: €650 Rectangle: €750 Teaser 3-5: €1,020 Teaser 1-2: €1,150 Premium Teaser: €1,290
Thematic Newsletter	On request	800	20%	Exclusive: €3,990
Congress Newsletter	DGU 2026 – 10/07/2026	800	18%	Teaser: €2,090 Exclusive: €3,990



# Gelbe Liste Campus.

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# CME Education Platform

Gelbe Liste Campus offers certified CME training across various medical specialties — free of charge, neutral, and practice-oriented. With many years of expertise, it provides live webinars, expert articles, and lectures that enrich both clinical and outpatient practice.

### Formats:

Live webinar, On-demand Video, Expert articles, Podcast (Duration: 12 months)

### Services Included:

- Planning and production of the training
- Speakers & accreditation
- Participant and course management
- CME point reporting & promotion
- Integration into Gelbe Liste & CME newsletter
- Quarterly performance reporting

Price (incl. Speaker fees)	Format
€14,900	On-demand video / article
€7,500	Hosting of existing CME
On request	Live webinar



### Reach (monthly)

- 8,583 unique visitors
- 14,602 page impressions
- Ø dwell time: 37.5 minutes

## Vidal MMI Germany GmbH

# Company

The **Gelbe Liste** is a product of Vidal MMI Germany GmbH (Vidal MMI).

**Vidal MMI Germany GmbH** is a leading provider of cross-media information systems and IT solutions for the healthcare sector. For more than five decades, the company has supported medical and pharmaceutical professionals, pharmacies, hospitals, and institutions such as care services, social services, health insurers, and authorities with high-quality and practice-relevant data. The focus is on the intelligent linkage and user-friendly provision of pharmaceutical information — independent, consistent, and accessible everywhere. As part of the international Vidal Group and **M3 Inc.** (Japan), Vidal MMI combines local expertise with global innovation.

**Vidal MMI Germany GmbH**  
**Monzastraße 4**  
**63225 Langen, Germany**

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VAT ID:	DE113524692
Commercial Register:	HRB 8014
Court of Registration:	Offenbach am Main


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# Contact

We support you personally in planning and carrying out your campaign. From tailored consulting to seamless implementation of your advertising measures on Gelbe Liste Pharmindex — we're here for you.


Get in touch with us today and let's shape your successful healthcare campaign together!




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## Technical Specification

<b>Material Delivery</b>	<b>Delivery deadline: 14 working days before campaign start</b> <b>Delivery address: <a href="mailto:anzeigen@mmi.de">anzeigen@mmi.de</a></b>  Please send all required files, landing-page URLs, and alternative text (alt attribute) on time.
<b>File Formats</b>	Standard formats for banners and images: jpg, png, (animated) gif Max. file size for banner formats (Leaderboard, Rectangle, Skyscraper): 50 kb Max. file size for large formats (Billboard, Halfpage Ad): 90 kb
<b>Redirects</b>	For creatives delivered via external ad servers, a target URL is required. All size/format requirements also apply to redirect creatives. Vidal MMI accepts no liability for correct delivery or measurement of externally served campaigns.
<b>HTML5 Banners</b>	HTML5 banners are currently only possible via redirect. Please inform us if required.
<b>Flash Banners</b>	Technically possible, but not recommended due to declining support. Inform us if needed.
<b>Reporting</b>	<b>Reports are provided after the end of each booked campaign by default.</b> Reports and invoices are based on the analytics systems used by MMI. Please inform us in advance if monthly or more frequent reports are required.
<b>Technical Specs &amp; Material Delivery</b>	<a href="https://www.gelbe-liste.de/technische-spezifikationen">https://www.gelbe-liste.de/technische-spezifikationen</a>
<b>Terms &amp; Conditions</b>	Please note our cancellation fees and deadlines in the official Terms & Conditions ( <a href="#">AGB</a> )