

# Media Guide

2021

Your No. 1 for Healthcare

**Management &  
Krankenhaus**

[www.management-krankenhaus.de](http://www.management-krankenhaus.de)



WILEY

# Management & Krankenhaus

**Management & Krankenhaus: the leading trade newspaper for managers and professionals in the hospital industry.**

*Management & Krankenhaus addresses top management as well as all managers and users at in-patient facilities who are involved in investment decisions and process optimization. It also reaches the whole sales channel, from manufacturer through the distributors right up to the end users.*

*Management & Krankenhaus provides comprehensive reports on all matters relevant to in-patient healthcare: health economy, health policy, hygiene, IT & communication, laboratories & diagnostics, medicine & technology as well as construction, fitting-out and furnishing.*

*Readers are additionally informed about market developments, new products, applications, trends and background information.*

*The print version of Management & Krankenhaus has the widest market distribution in this industry. Along with the b2b "**management-krankenhaus.de**" portal, it reaches the most readers in in-patient healthcare throughout Germany. Neutral reports, coverage and a balanced editorial concept are further factors that contribute to keeping Management & Krankenhaus in its leading position as a media channel.*

## At a glance:

M&K: 25,000 subscribers

LinkedIn, Twitter, Xing: Over 7,000 social media followers

Management-Krankenhaus.de: 40,000 individual visits

Newsletter: 2,600 subscribers

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## Overview

**Publication Frequency**  
10 issues per year

**Volume**  
Vol. 40, 2021

**Print run**  
25,000

**Membership**  
IVW



**Publishing Director**  
Steffen Ebert

**Editorial +  
Product Management**  
Ulrike Hoffrichter

**Advertising**  
Dipl.-Kfm. Manfred Böhler

**Commercial Manager**  
Jörg Wüllner

**Order Management**  
Silvia Edam

**Subscription**  
€ 134 (+ VAT, incl. shipping)


**Single Copy Rate**  
€ 15.90 (+ VAT, incl. shipping)  
Subscription for students  
50% discount

**ISSN**  
0176-053 X

**Format of the newspaper**  
350 x 510 mm



# Dates & Contents

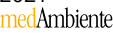

Issues	1-2 January / February	3 March	4 April	5 May	6 June
Advertising deadline	10.02.2021	08.03.2021	07.04.2021	05.05.2021	09.06.2021
Advertising deadline	15.01.2021	11.02.2021	12.03.2021	09.04.2021	07.05.2021
Editorial deadline	04.01.2021	29.01.2021	26.02.2021	26.03.2021	23.04.2021
Newsletter „Die neue M&K ist da“	09.02.2021	09.03.2021	06.04.2021	04.05.2021	08.06.2021
Newsletter M&K Publishing Date	20.01.2021 · medAmbiente 24.02.2021	17.03.2021 · medAmbiente 31.03.2021	14.04.2021 28.04.2021	19.05.2021	02.06.2021 · medAmbiente 23.06.2021
with Supplement (s. S. 9) 	M&K kompakt Corona Special	M&K kompakt Hygiene	M&K kompakt Klinik-IT	M&K kompakt Radiologie	M&K kompakt Personal + Weiterbildung

MAIN TOPICS	Radiology	Point of Care Green Hospital Personal	Orthopedics	Connecting Digital Health: DMEA	Hygiene
TRADE FAIR FOCUS	<b>Symposium Intensiv- medizin + Intensivpflege</b> Bremen, 24.–26.02.2021	<b>15. Kongress für Krankenhaushygiene</b> Berlin, 11.–14.04.2021	<b>Jahrestagung der DGK</b> Bonn	<b>Deutscher Röntgenkongress</b> Leipzig, 12.–15.05.2021	<b>DMEA</b> Berlin, 08.–10.06.2021
	<b>ECR</b> Vienna, 03.–07.03.2021				<b>Hauptstadtkongress Medizin und Gesundheit</b> Berlin, 15.–17.06.2021

	<b>Bau</b> Online, 13.–15.01.2021	<b>VERIVITA-Symposium</b> Wetzlar, 03.03.2021	<b>138. Deutscher Chirurgenkongress</b> München, 13.–16.04.2021	<b>4TM</b> Stuttgart, 04.–06.05.2021	<b>NOUV-Symposium 2021</b> Dortmund, 2021
	<b>23. Bamberger Morphologietage</b> Bamberg, 15.–17.01.2021	<b>Deutscher Interdisziplinärer Notfallmedizin Kongress</b> Koblenz, 04.–05.03.2021	<b>Kongress der DGIM</b> Wiesbaden, 17.–20.04.2021	<b>med.Logistica</b> Leipzig, 05.–06.05.2021	<b>105. Jahrestagung der Deutschen Gesellschaft für Pathologie</b> Münster, 10.–12.06.2021
	<b>Internationales Endoskopie Symposium</b> Düsseldorf, 04.–06.02.2021	<b>ISH</b> Frankfurt, 22.–26.03.2021	<b>MedTechLive</b> Nuremberg, 20.–22.04.2021	<b>Deutscher Wundkongress Bremer Pflegekongress</b> Bremen, 05.–07.05.2021	<b>Deutscher Krankenhaus- Controller-Tag</b> Potsdam
	<b>Stuttgarter Intensivkongress</b> Stuttgart, 04.–06.02.2021		<b>VSOU</b> Baden-Baden, 29.04.–01.05.2021	<b>DAC</b> Düsseldorf, 06.–08.05.2021	
	<b>Bundeskongress Chirurgie</b> Nuremberg, 26.–27.02.2021		<b>Kongress Klinik- ManagementPersonal</b> Hanover	<b>Diabetes Kongress,</b> virtual, 12.–15.05.2021	 <b>apply until June 30</b>
				<b>Kongress Krankenhaus- führung und digitale Transformation</b> Ebernburg, 19.–21.05.2021	
				<b>Wümek</b> Würzburg, 20.–21.05.2021	

TOPICS					
<b>Health Policy</b>	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect
<b>Health Economics</b>	· Controlling	· Personnel + recruitment	· Consulting	· Personnel + Training	· Management of quality and risk
<b>Medicine &amp; Technology</b>	· Intensive Care · Ultrasound · Imaging	· Female Health · Trauma surgery	· Radiology Trends in CT   MRT   Radiology/IT	· Endoscopie · Imaging	· Surgery · Orthopedics
<b>IT &amp; Communication</b>	· Digital patient file · Telemedicine · Mobile Health · HIS   RIS   PACS	· IT-Infrastructure · Hardware · Internet of Things IoT · IT-Security	· Case and discharge management · Mobile Health · Artificial Intelligence KI · IT-Security	· HIS   RIS   PACS · Networking · Data Security · Big Data	· IT-Infrastruktur · Telemedicine · Cloud Computing · Medical Apps
<b>Hygiene</b>	· Hygiene of skin and hands · Protection + disinfection · Surveillance	· Nosocomial infection · Reprocessing · Filter technology · Infections of drinking water	· MRSA screening · Antibiotic stewardship ABS · Wound management	· MRE · Nosocomial Infections · Filter technology	· Reprocessing · protection and disinfection · Hygiene of skin and hands
<b>Building, Furnishing, Supplies</b>	· Energy- and Building technology · Monitoring systems	· Kitchen + Catering · Modular building · Access Solution	· Bathroom equipment and sanitary facilities · Management- and orientation systems	· Interior Design · Floor, Lights, Color	· Kitchen + catering · Interior Design
<b>Laboratory &amp; Diagnostics</b>	· Infection diagnostics	· Laboratory Market Germany · Laboratory technology	· Molecular Diagnostics	· Central Laboratory	· Automation for Laboratories · Mass spectrometry

# Dates & Contents

Issues	7-8 July / August	9 September	10 October	11 November	12 December
Advertising deadline	04.08.2021	08.09.2021	13.10.2021	04.11.2021	08.12.2021
Advertising deadline	02.07.2021	13.08.2021	17.09.2021	08.10.2021	12.11.2021
Editorial deadline	18.06.2021	30.07.2021	03.09.2021	24.09.2021	29.10.2021
Newsletter „Die neue M&K ist da“	03.08.2021	07.09.2021	12.10.2021	03.11.2021	07.12.2021
Newsletter M&K Publishing Date	21.07.2021 18.08.2021 · 	01.09.2021 22.09.2021	07.10.2021 27.10.2021 · 	10.11.2021 24.11.2021	15.12.2021

with Supplement (s. S. 9) 	M&K kompakt <b>Bauen, Einrichten &amp; Versorgen</b>	2x M&K kompakt <b>Labor &amp; Diagnostik Hygiene</b>		M&K kompakt <b>Medica</b>	
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MAIN TOPICS	IT in Hospitals	Operating Room Management	Orthopedics	IT in Hospitals	Endoskopie Beschaffung & Logistik
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TRADE FAIR FOCUS		<b>Freiburger Infektiologie- und Hygienekongress</b> Freiburg, 06.–08.10.2021	<b>Deutscher Kongress für Orthopädie und Unfallchirurgie</b> Berlin, 26.–29.10.2021	<b>Medica</b> Düsseldorf, 15.–18.11.2021	
		<b>DKLM</b> Mannheim, 14.–15.10.2021	<b>IFAS</b> Zürich, 19.–21.10.2021		

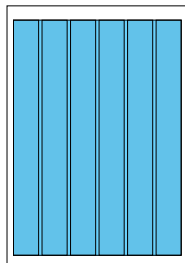
	<b>Altenpflege</b> Nürnberg, 06.–08.07.2021	<b>Hauptstadtkongress der DGAI</b> Berlin, 16.–18.09.2021	<b>Deutscher Logistik-Kongress</b> Berlin, 20.–22.10.2021	<b>RSNA</b> Chicago, 28.11.–01.12.2021	<b>Beschaffungskongress der Krankenhäuser</b> Berlin, Dezember 2021
		<b>Fachmesse Krankenhaus Technologie</b> Gelsenkirchen, 28.–29.09.2021	<b>Personalkongress Krankenhäuser</b> Cologne, Oktober 2021	<b>Kongress der DIVI</b> Hamburg, 01.–03.12.2021	
		<b>25. Jubiläumskongress der DGSV</b> Fulda, 03.–05.10.2021	<b>20. Bundeskongress Deutscher Pathologen</b> Berlin	<b>Deutscher Wirbelsäulenkongress</b> Münster, 09.–11.12.2021	
		<b>Rehacare</b> Düsseldorf, 06.–09.10.2021	<b>Herbstsymposium der Deutschen Gesellschaft für Medizincontrolling</b> Frankfurt/M., Oktober 2021	<b>Klinisch-Mikrobiologisch- Infektiologisches Symposium</b> Berlin, Dezember 2021	
		<b>it-sa</b> Nuremberg, 12.–14.10.2021			

TOPICS					
<b>Health Policy</b>	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect
<b>Health Economics</b>	· Accounting	· Personnel + training + purchasing	· Purchasing and Logistics	· Financing + Insurance	· Personnel + training
<b>Medicine &amp; Technology</b>	· Emergency- and Intensive Care · Imaging · Urology	· Cardiology · Oncology · Anesthesia	· Endoscopy · Surgery	· Highlights in Medical Technology · Imaging Processes · Emergency room: Preparation and equipment	· Neurological Surgery · Orthopedics
<b>IT &amp; Communication</b>	· HIS   RIS   PACS · Big Data · Care Documentation · Networking	· IT in Care · Process optimization · IT-Infrastructure · IT-Security	· Digital Communication Solutions · Internet of Things IoT · Archiving	· HIS   RIS   PACS · IT-Infrastructure · Mobile Health · IT-Security	· Robotics · Telemedicine · Networking · OR-Management
<b>Hygiene</b>	· Hygiene Management · Outbreak Management · Skin and Hand	· Hygiene in patient care · Cleaning and surface disinfection · Processing and sterile Supply · Sterilgutversorgung??	· Preparation of Instruments · Filter techniques	· Nosocomial Infection · Hygiene Monitoring · Use of Antibiotics	· Infections of Drinking Water · Hand Disinfection · Surface Disinfection
<b>Building, Furnishing, Supplies</b>	· Energy Efficiency · Building and furnishing hospitals	· Renovation of Facilities · Interior Design	· Floors, Light, Colors · Management- and Orientation Systems	· Interior Designs · Furniture for care	· Energy efficiency · Bathroom equipment and sanitary facilities
<b>Laboratory &amp; Diagnostics</b>	· Personalized Medical Care · Biomarker	· Clinical Chemistry · Laboratory IT · POCT	· Laboratory Automation	· Laboratory Technology · Automation · Diagnostics	· Central Laboratory

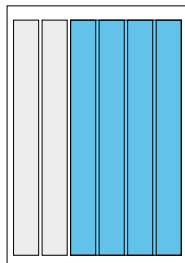
# Prices & Formats

Newspaper Format +++ More than Double Space of a Standard A4 Magazine +++ Maximum visibility

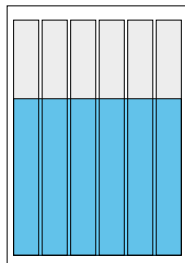
**1/1 Page**  
Width: 325 mm  
Height: 455 mm  
(6 columns)  
€ 9,750



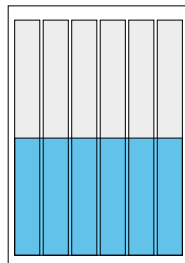
**2/3 Page portrait**  
Width: 215 mm  
Height: 455 mm  
(4 columns)  
€ 7,950



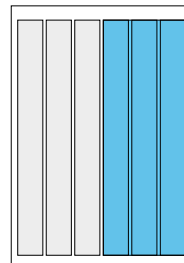
**2/3 Page landscape**  
Width: 325 mm  
Height: 303 mm  
(6 columns)  
€ 7,950



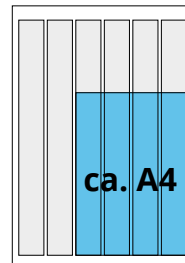
**1/2 Page landscape**  
Width: 325 mm  
Height: 225 mm  
(6 columns)  
€ 7,500



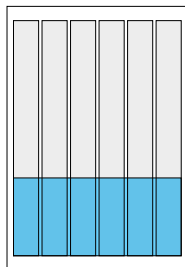
**1/2 Page portrait**  
Width: 160 mm  
Height: 455 mm  
(3 columns)  
€ 7,500



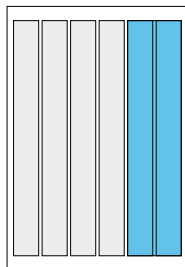
**1/2 Page Corner**  
Width: 215 mm  
Height: 303 mm  
(4 columns)  
€ 7,500



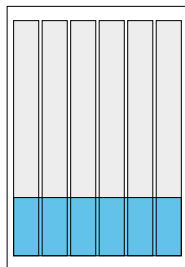
**1/3 Page landscape**  
Width: 325 mm  
Height: 149 mm  
(6 columns)  
€ 4,950



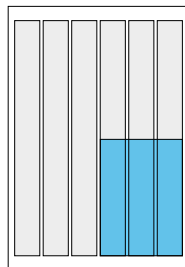
**1/3 Page portrait**  
Width: 105 mm  
Height: 455 mm  
(2 columns)  
€ 4,950



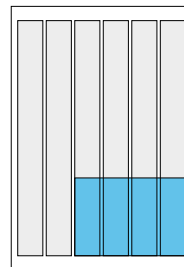
**1/4 Page landscape**  
Width: 325 mm  
Height: 114 mm  
(6 columns)  
€ 4,500



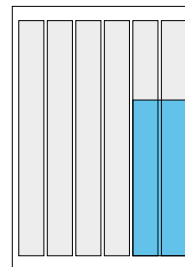
**1/4 Page classic**  
Width: 160 mm  
Height: 227 mm  
(3 columns)  
€ 4,500



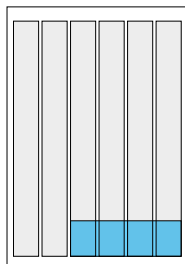
**1/5 Page landscape**  
Width: 215 mm  
Height: 152 mm  
(4 columns)  
€ 3,850



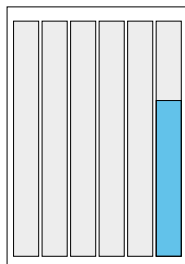
**1/5 Page portrait**  
Width: 105 mm  
Height: 303 mm  
(2 columns)  
€ 3,850



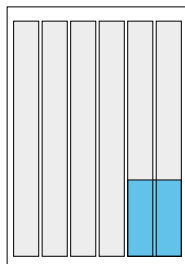
**1/10 Page landscape**  
Width: 215 mm  
Height: 74 mm  
(4 columns)  
€ 2,300



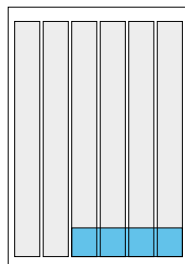
**1/10 Page portrait**  
Width: 50 mm  
Height: 303 mm  
(1 column)  
€ 2,300



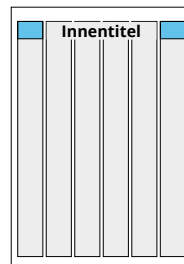
**1/10 Page classic**  
Width: 105 mm  
Height: 149 mm  
(2 columns)  
€ 2,300



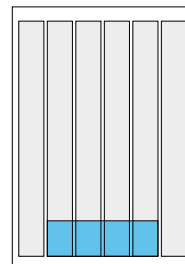
**1/12 Page landscape**  
Width: 215 mm  
Height: 57 mm  
(4 columns)  
€ 2,050



**Title corner**  
Width: 50 mm  
Height: 35 mm  
(1 column)  
€ 670



**Title page**  
Width: 215 mm  
Height: 74 mm  
(4 columns)  
€ 5,050



Further formats and island advertisements are charged by the millimeter. Details of minimum and maximum formats on page 6.

## Advertisements by millimetre<sup>3</sup>

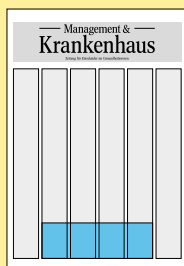
(Price per single column/50 mm)

Standardposition € 11.00/mm

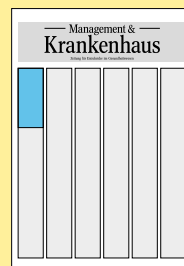
Job ads (4c) see page 14

## Premium-Positions

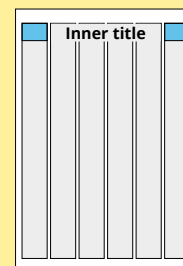
**Title page, Footer**  
Width: 215 mm  
Height: 74 mm  
(4 columns)  
€ 5,050



**Title page, Newsflow**  
Width: 50 mm  
Height: 116 mm  
(1 column)  
€ 1,650



**Title corner**  
Width: 50 mm  
Height: 35 mm  
(1 column)  
€ 670



# Prices & Formats

Preferred Positions	Width / Height (mm)	Price €
Title page <sup>1</sup>	215 x 74	5,050
Postcards <sup>2</sup>		510

Loose inserts <sup>3</sup>	Weight	
	up to 20 g	225
	per additional 5 g	6.25

## BusinessPartner (105 x 59 mm w x h)

3 Advertisements	720
6 Advertisements	1,020
10 Advertisements	1,570

Presentation on [www.PRO-4-PRO.com](http://www.PRO-4-PRO.com)

## Advertisements by millimetre

(Price per single column/50 mm)<sup>3</sup>

Advertisements (minimal height 80 mm/1 column)	€ 11.00/mm
Job ads 4c (minimal height 80 mm/1 column)	see page 14

## Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a nominal charge of **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

### Contact:

Christiane Rothermel,  
+49 (0) 6201 606 746, [crothermel@wiley.com](mailto:crothermel@wiley.com)

## Terms of Payment:

Payment within 30 days without deduction.

### Bank details:

J.P. Morgan AG  
Taunus Turm · Taunustor 1  
60310 Frankfurt, Germany  
IBAN: DE55501108006161517443  
BIC: CHASDEFX

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on  
1 January 2021 and supersedes all previous price lists.

<sup>1</sup> Cancellation only possible up to 8 weeks before advertising deadline.

Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.

<sup>2</sup> Postcards: € 125 per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

<sup>3</sup> Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

# Technical Specifications

## Newspaper format

350 x 510 mm (width x height)  
325 x 455 mm (width x height), print space  
Number of columns: 6, column width 50 mm

## Print methods

Newspaper web press (Roll offset)

## Colours

Euro scale,  
no special colours possible

## Application of paint

max 240%

## Screen ruling

70 ruling  
Print profile: ISOnewspaper26v4

## Inserts

Minimum insert size: 105 x 148 mm  
Maximum insert size: 240 x 350 mm (w x h)  
the back fold must be on the long side (350 mm)  
Minimum weight for single-sheet inserts: 170 g/m<sup>2</sup>

## Delivery of loose inserts

Delivery quantity: 25,200 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

## Data formats

We accept the following data formats:  
PDF, EPS, TIFF, JPG.

## Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

## To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

## Transmission options

by e-mail to [silvia.edam@wiley.com](mailto:silvia.edam@wiley.com)



Wiley-VCH GmbH  
FAO: Silvia Edam  
Boschstrasse 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606 570 · Fax: -790



# Advertorial

## Content is King

This motto has been valid since the hieroglyphs in the temples of the Pharaohs as well as in classic books and journals, as well as all digital formats. Experts claim that we are living in an "age of content". As well as publishing companies, organizations, companies and agencies go to great lengths to produce unique and relevant content, which assist readers in their business processes, strategic decisions or learning success.

## Distribution is Crucial

Valuable content is the essential basis, its targeted distribution is a necessity. Present your content in the leading medium for the chemical, pharmaceutical and process industries and benefit from the excellent reputation and respect which Management & Krankenhaus enjoys in the industry.

## Advertorial

With advertorials you inform Management & Krankenhaus readers with content which you or your PR agency have produced with the objective of increasing the level of awareness of your company. The article communicates your know-how in the sector, establishes the experts in your company as thought leaders in the market and in turn has a positive effect on the perception of your brand.

Integration of the content in the established look & feel of the editorial content of Management & Krankenhaus, both in print and online, and with naming of the author together with contact information for feedback and enquiries.\*



	M&K MAIN ISSUE			M&K kompakt		
	Basic	Advanced	Professional	Basic	Advanced	Professional
<b>Outline</b>	1/4 page text advertisement with 3,500 characters + 1 illustration or graphic	1/2 page text advertisement with 5,000 characters + 2 illustration or graphic	1/1 page text advertisement with 11,000 characters + 4 illustration or graphic	1/4 page text advertisement with 1,500 characters + 1 illustration or graphic	1/2 page text advertisement with 3,000 characters + 2 illustration or graphic	1/1 page text advertisement with 4,000 characters + 3 illustration or graphic
Design in the look & feel of a M&K article with customer's individual content	■	■	■	■	■	■
Editorial consulting: benefit from the expert knowledge of our editors – they will be pleased to help you with the production of your content		■	■		■	■
Online publication until further notice (online layout, tags, links to customer's website; video integration possible)	■	■	■	■	■	■
<b>Price</b>	<b>€ 4,500</b>	<b>€ 7,500</b>	<b>€ 9,750</b>	<b>€ 2,300</b>	<b>€ 3,950</b>	<b>€ 7,500</b>

\*For legal reasons, we have to insert the word Advertorial above the article.



# Dates & Contents

## Main topics Supplements

### M&K kompakt

M&K kompakt is the Management & Krankenhaus special issue for all managers and users at in-patient facilities, who are involved in investment decisions and process optimization.

As stated in its title M&K kompakt reports compactly, precisely and succinctly on the key points of – Bauen, Einrichten & Versorgen; Corona Spezial, Hygiene, Klinik-IT, Messe Medica, Labor & Diagnostik, Personal & Weiterbildung, Radiologie.

M&K kompakt is published with an increased circulation of 25,000 copies. The circulation is composed of inclusion the usual circulation of Management & Krankenhaus (25,000 copies / IVW certified).

The print version also appears online at [www.management-krankenhaus.de](http://www.management-krankenhaus.de). Along with this B2B target group portal, the print media reaches the highest number of readers in in-patient healthcare throughout the whole of Germany.



Magazine format: 240 x 330 mm  
Print space: 215 x 303 mm  
Column count: 4 columns  
Print run: 25,000 copies

M&K kompakt-Issues	M&K kompakt Corona Special	M&K kompakt Hygiene	M&K kompakt Klinik-IT	M&K kompakt Radiologie	M&K kompakt Personal + Weiterbildung	M&K kompakt Bauen, Einrichten & Versorgen	2x M&K kompakt Labor & Diagnostik Hygiene	M&K kompakt Medica
Publication date	10.02.2021	08.03.2021	07.04.2021	05.05.2021	09.06.2021	04.08.2021	08.09.2021	04.11.2021
Advertising deadline	15.01.2021	03.02.2021	05.03.2021	09.04.2021	30.04.2021	02.07.2021	06.08.2021	01.10.2021
Editorial deadline	18.12.2020	08.01.2021	19.02.2021	19.03.2021	09.04.2021	11.06.2021	09.07.2021	17.09.2021
ADDITIONAL CIRCULATION		15. Kongress für Krankenhaushygiene Berlin, 11.-14.04.2021	DMEA Berlin, 08.-10.06.2021	Deutscher Röntgenkongress Leipzig 12.-15.05.2021	Hauptstadtkongress Medizin & Gesundheit Berlin, 15.-17.06.2021		DKLM Jahrestagung Mannheim 14.-15.10.2021	Medica Düsseldorf 15.-18.11.2021
							Freiburger Infektio- logie und Hygiene- kongress Freiburg 06.-08.10.2021	

# Formats + Prices

<b>1/1 Page</b> Width: 215 mm Height: 303 mm (4 columns) <b>€ 7,500</b>	<b>1/2 Page Corner</b> Width: 160 mm Height: 227 mm (3 columns) <b>€ 4,500</b>	<b>1/2 Page landscape</b> Width: 215 mm Height: 152 mm (4 columns) <b>€ 3,950</b>	<b>1/2 Page portrait</b> Width: 105 mm Height: 303 mm (2 columns) <b>€ 3,950</b>	<b>2/5 Page portrait</b> Width: 215 mm Height: 114 mm (4 columns) <b>€ 3,100</b>	<b>1/4 Page landscape</b> Width: 215 mm Height: 74 mm (4 columns) <b>€ 2,300</b>
<b>1/4 Page portrait</b> Width: 50 mm Height: 303 mm (1 columns) <b>€ 2,300</b>	<b>1/4 Page classic</b> Width: 105 mm Height: 149 mm (2 columns) <b>€ 2,300</b>	<b>1/5 Page landscape</b> Width: 215 mm Height: 57 mm (4 columns) <b>€ 2,050</b>	<b>1/5 Page portrait</b> Width: 50 mm Height: 224 mm (1 columns) <b>€ 2,050</b>	<b>Inside front/back page</b> Width: 240 mm Height: 330 mm + 3 mm bleed <b>€ 8,750</b>	<b>Title page</b> Width: 240 mm Height: 330 mm + 3 mm bleed <b>€ 10,750</b>

Preferred Position

# Analysis

**Management & Krankenhaus** is the market-leading publication serving all managers and practitioners of in-patient healthcare.

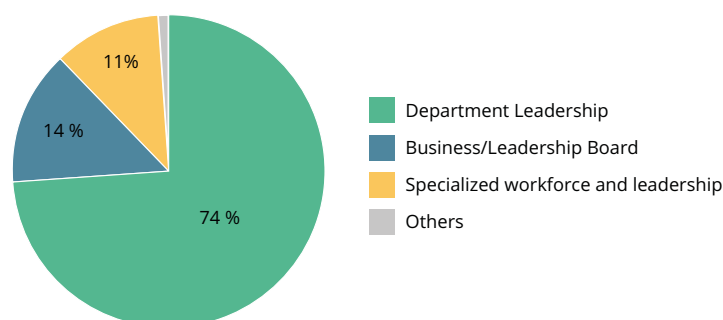
The readers of **Management & Krankenhaus** are senior and mid-level managers.

**Management & Krankenhaus** is not only read in Germany. It also serves an audience in Austria (around 1078 readers), Switzerland (around 768 readers), and the Netherlands (around 35 readers).

The journal therefore offers comprehensive coverage of the German-speaking area of Europe.

**Management & Krankenhaus** is an indispensable medium for communication with leading decision makers in the field of in-patient healthcare.

**Management & Krankenhaus** offers the ideal environment for visual and marketing campaigns, product listings, and online promotion.



Copies per issue	Copies
Print run	25,000
Subscription	2,673
Controlled circulation, Trade Shows	24,850
Total Circulation	24,950

Geographical distribution	%
Austria	3.68
Switzerland	2.62
Germany	93.53
The Netherlands	0.05
Others	0.12

Analysis of recipients according to the professional function	%
Administrative directors	11.67
Commercial management	1.57
Medical management	7.58
Technical management	1.83
Human resources	1.04
Medical leadership	42.97
Nursing leadership	6.37
Pharmacy managers	0.58
Hygiene specialists	2.14
R&D	0.84
Laboratory management	0.86
Waste disposal and environmental officers	1.07
Quality management	3.38
Marketing/sales/administration	5.76
Purchasing	1.01
Data processing	1.44
Other functions	9.89

Postcode distribution	%
Postal zone 0	6.4
Postal zone 1	6.3
Postal zone 2	8.2
Postal zone 3	10.8
Postal zone 4	12.5
Postal zone 5	12.8
Postal zone 6	9.2
Postal zone 7	9
Postal zone 8	9.8
Postal zone 9	8.5
Abroad	6.5

# B2B Portal: [management-krankenhaus.de](https://www.management-krankenhaus.de)

**www.management-krankenhaus.de** is THE portal for decision makers in German hospitals and rehab facilities. Clearly structured and filled with detailed information, this portal is the perfect location for your advertisements in the German in-patient healthcare system.

## Online-Advertisement

Provide a face for the name, make your presence felt, announce the launch of a new product – in short profit from our global reach! Complement your print advertising in Management & Krankenhaus with an image campaign on [management-krankenhaus.de](https://www.management-krankenhaus.de) and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 1.435 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1.875 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1.980 / month, run of site*

\* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

\*\*the mobile optimized version requires an additional Medium Rectangle format

## Top Feature

Promote your product, your application note, your event or any other highlight on the "cover page" of **management-krankenhaus.de**. Reach your target group 24/7/365.

**Scope of Service:** Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information

**Running Time:** 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of **\*€ 1,500** six months in the portals database

**Combinated Offer:** Feature on Portal + Newsletter **€ 2,450**

\*in a rotation scheme with three other Top Feature Stories. Text is subject to editorial criteria.

## Whitepaper | Application Note

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors.

### Scope of Service:

Teaser text, product photos, company contacts, PDF for download **€ 915 / 6 months**

## Webcast | Video

This multimedia advertising format is the perfect complement to your banner advertising and whitepapers.

### Scope of Service:

Teaser text, product video, company address **€ 920 / 6 months**

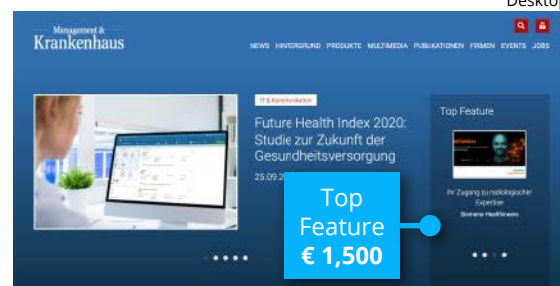
## Traffic management-krankenhaus.de

Visits	40,000
Unique Visits	34,150
Page Impressions	62,000

Average 1<sup>st</sup> half 2020

See next page for technical specifications

Desktop



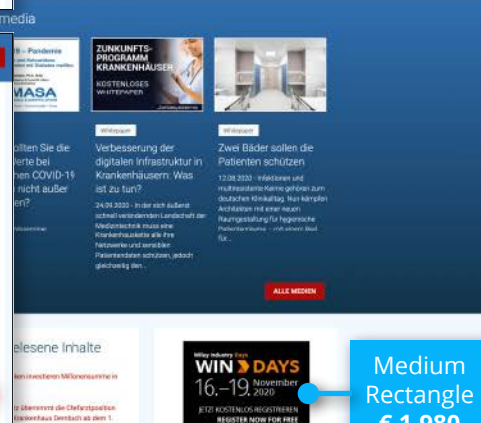
Leaderboard  
€ 1,435

Wide Skyscraper  
€ 1,875

Mobil



Multimedia



Medium Rectangle  
€ 1,980

# Newsletter: [management-krankenhaus.de](https://management-krankenhaus.de)

**Management + Krankenhaus** informs its newsletter subscribers about trends and market developments in the German healthcare market. The newsletter reports comprehensively on all topics relevant to the stationary health care system.

## Newsletter: Banner formats & prices

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 995
Medium Rectangle	300 x 250 Pixel	€ 1,840
Feature Newsletter	1 rectangle image, 2.000 characters, Image format: JPG, PNG	€ 1,015

**Combo offer:** Feature on website + newsletter € 2,450

## Newsletter Key Figures

### German edition

Recipients	2,600
Average opening rate	57.1%
Average Click Through Rate (CTR)	9.6%

Average 1<sup>st</sup> Half Year 2020

## Technical Data:

Please send your files by mail to your sales representative. We will take care of all further steps.

## Banner

Size of data: max. 200 KB  
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag  
Target-website: please tell us the exact URL, where your banner should be linked to.

## Webcast

Data format: any video format is possible  
Size of data: max. 40 MB or Youtube link

Exclusive access to your customers  
**Single Sponsored Newsletter**  
**5,840 €**

Medium Rectangle  
**€ 1,840**

Feature  
**€ 1,015**

Full Banner  
**€ 995**

Management &  
Krankenhaus

## Management-Newsletter 10/2020

Liebe Leserinnen und liebe Leser,

Die Corona-Pandemie hat die Menschen und ihre Verhaltensweisen noch immer fest im Griff. In Deutschland scheint die Lage zurzeit weitestgehend stabil zu sein, doch es flammen immer wieder Infektionsherde auf, die an die Gefährlichkeit der augenblicklichen Gesamtsituation erinnern. Niemand kann sich in Sicherheit wahren und viele Menschen warten daher auf die Zulassung eines möglichen Impfstoffes, ungeachtet der Tatsache, dass das doch eigentlich Jahre dauert. Wir werden also in absehbarer Zeit weiterhin mit der Gefahr von Covid-19 leben müssen.

Um Kliniken im Kampf gegen das Coronavirus und bei ihrer täglichen Arbeit zu unterstützen, beleuchtet diese Ausgabe u. a. viele passende Angebote, Produkte und Dienstleistungen.

Machen Sie noch mit bei der **Leserumfrage** von Management & Krankenhaus, denn Ihre Meinung interessiert uns! Mit etwas Glück gewinnen Sie eine **Solar-Powerbank**.

Bleiben Sie gesund!

Carmen Teutsch, Ulrike Hoffrichter, Dr. Jutta Jessen  
für das Team von Management & Krankenhaus



## Features



Bauen & Einrichten

**Vertraute Stoffe - Ein Gespräch mit der Oecotrophologin Ursula Neugebauer von Curabelle**

Curabelle GmbH & Co. KG -



Bauen & Einrichten

**Bäder mit Zukunft - Inspirationen für Seniorenresidenzen und Pflegeeinrichtungen**

Hansgrohe SE -

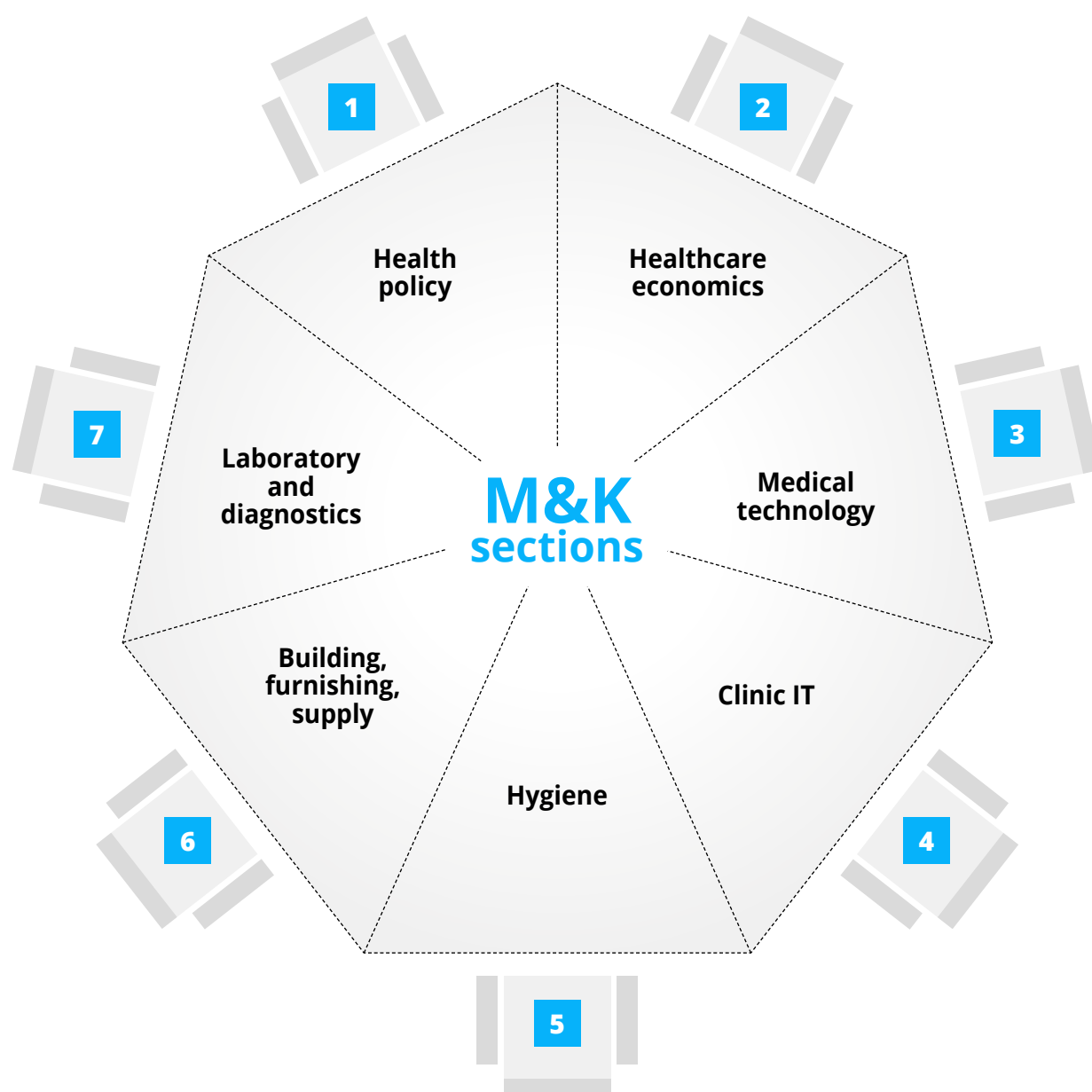
Mit ihren Armaturen, Brausen und Duschsystemen gibt die Hansgrohe Group dem Wasser Form und Funktion – seit 1901. Das Unternehmen steht für langlebige Qualitätsprodukte...



## News



# Decider's Desk in the Hospital



**1 Health policy**  
Board, administrative directors, commercial and medical management, CEO

**2 Healthcare economics**  
Heads of Personnel and Purchasing, commercial management, head of administration, quality management as well as the board and senior management

**3 Medical technology**  
Chief physicians and senior physicians, radiologists, emergency surgeons, cardiologists, anesthetists, intensive care etc.

**4 Clinic IT**  
IT managers, CIO, EDP & technical management

**5 Hygiene**  
Hygiene specialists

**6 Building, furnishing, supply**  
Technical management and senior management, environmental officer

**7 Laboratory and diagnostics**  
Laboratory management & IT management

# Job Advertisements

Get attention from more  
than 65,000 decision makers  
& users in German clinics

Combine print and online for  
optimal visibility and reach  
25,000 M&K readers +  
40,000 website visits

smart  
combination

## Crossmedia Package

- |  |         |
|--|---------|
| 1. 1/4 page print ad + online (30 days)  | € 1,540 |
| 2. 1/2 page print ad + online (30 days)  | € 2,665 |
| 3. SPECIAL Package:<br>3 x 1/4 page print ad + online (30 days)<br>+ 1 portrait of company or clinic | € 4,100 |
| (redeemed within 12 months)  |         |

## Online prices

30 days – € 360

60 days – € 665

Scope of services:  
Teaser-Text + PDF  
of the ad

## Traffic management-krankenhaus.de

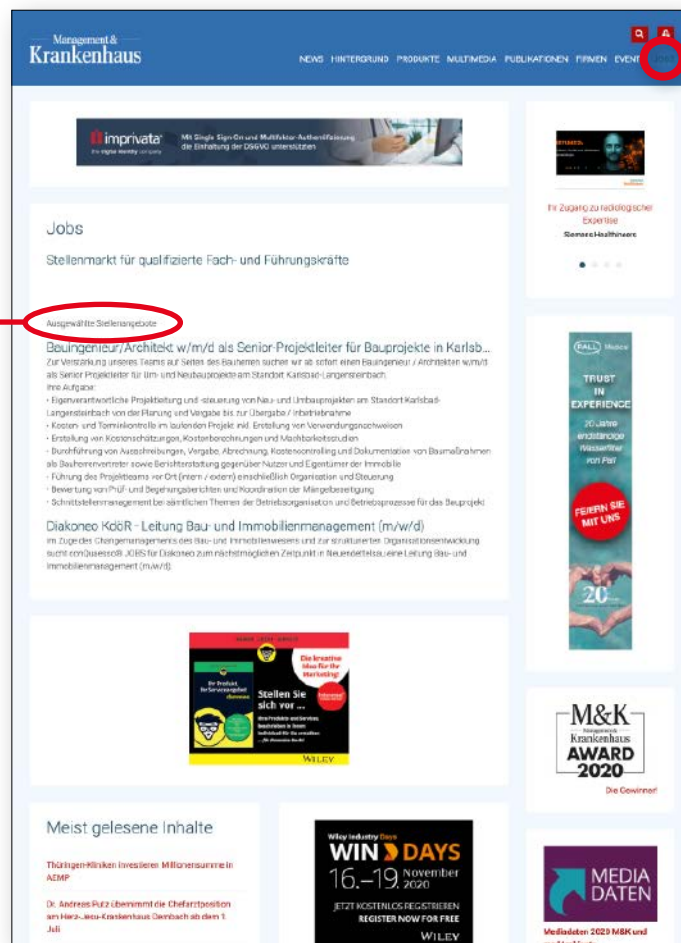
Visits	40.000
Unique Visits	34.150
Page Impressions	62.000

Average 1<sup>st</sup> Half Year 2020

## Job Advertisements

(Price per single column/50 mm)

minimum height 80 mm € 3.00/mm  
P.O. Box No. fee € 10



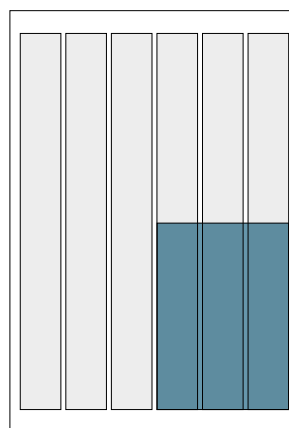
[www.management-krankenhaus.de/jobs](http://www.management-krankenhaus.de/jobs)

## Print Special Prices

### 1/4 Page classic

Width: 160 mm  
Height: 227 mm  
(3 columns)

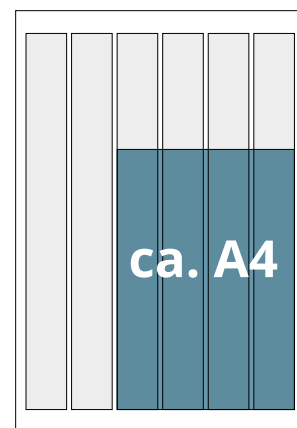
€ 1,540



### 1/2 Page Corner

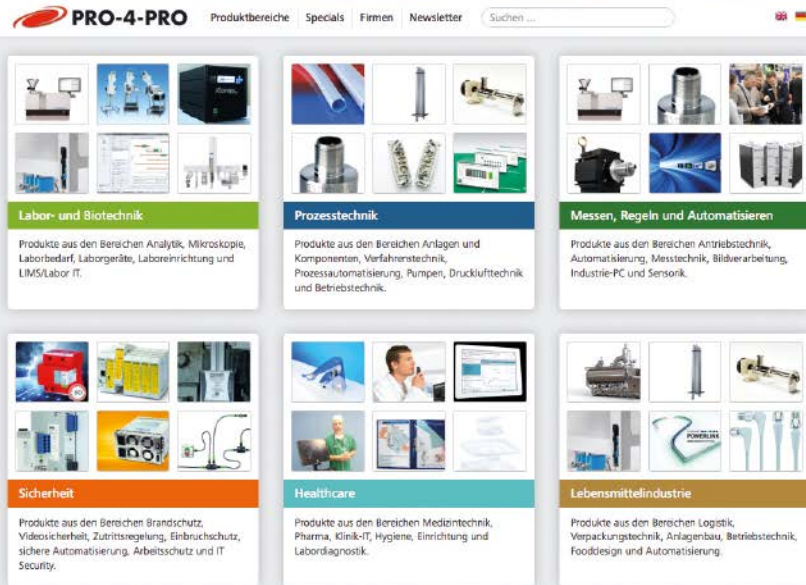
Width: 215 mm  
Height: 303 mm  
(4 columns)

€ 2,665





- Extended company presentation 500 €
- detailed company and product description
- individual optimization for search engines (e.g. SEO for Google)
- Lead Generation Tool



PRO-4-PRO.com – PRODUCTS FOR PROFESSIONALS – is the unique product database for vertical B2B markets.

PRO-4-PRO is Wiley's cross-media concept. The possibility of presenting your company both online and in relevant trade journals ensures that your advertising measures are as effective as possible – if we optimise for you, with a built-in lead guarantee.



Clear structure

Modern Design

**PRO-4-PRO.com**  
The Product Portal for Lead Generation

Optimized for mobile devices

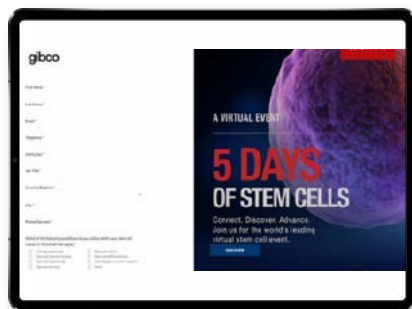
	6 Months / price €	12 Months / price €
Company presentation	500, one-time-fee	
Product entry	320	565
Refresher	140	260
Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,740
Premium Package	8 Product presentations	3,220
Business Flat	all your product texts that you send us within 12 months	5,210



**PRO-4-PRO**  
PRODUCTS FOR PROFESSIONALS

# Content Marketing & Lead Generation

## WebSeminars



### Basic

WebSeminar package  
€ 8,750

### Premium

WebSeminar package  
€ 11,250

Showcase your expertise, improve your brand, and build credibility by sponsoring a WebSeminar. Connect with your relevant audiences in an online learning environment they depend on. We offer a wealth of opportunities to showcase your brand, build thought leadership, deliver training, and identify qualified customers. Our WebSeminars include live question-and-answer sessions before and after the main presentation. You gain invaluable data to aid your post-event marketing strategy.

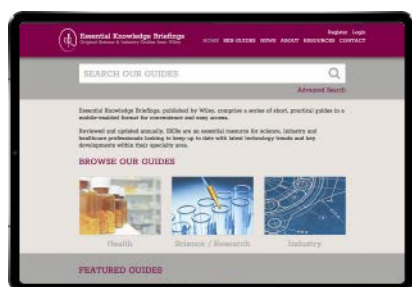
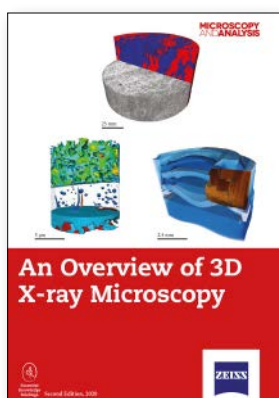
### We provide the following with each WebSeminar:

- Content support from our specialist editors
- Technical processing and hosting
- Direct interaction with participants during the live Q&A-session
- Generation of qualified leads (GDPR-compliant)
- Brand awareness through a tailor-made marketing package
- Registration and attendance tracking

## Essential Knowledge Briefings (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to professionals in specialized science and medical fields. Deliver your messages rapidly through a series of short, practical guides in a mobile-enabled format for convenience and easy access.

You choose the topic – we take care of the graphic and content design and offer you the right platform at [www.essentialknowledgebriefings.com](http://www.essentialknowledgebriefings.com) to generate qualified leads.



A tailor-made marketing package guarantees high visibility in your target group.

From € 15,400

WILEY



Benefit from 200 years of experience, a proven brand and reliable content. Use our unique scientific and industrial network!

# Engage with the research community



Deliver your marketing message with an exclusive advertisement on a cover page added to each article viewed from the Wiley journal of your choice. This exclusive position gives your company high visibility and enables targeted marketing through geo-targeting options.

## Benefits:

- Premium exclusive positions on highly visited article pages of renowned Wiley journals
- High visibility through a large display format: 1237 x 1631 pixels
- Click rates of 3.5% on average
- Success is easily measured by ePDF title views, ad clicks and click-through rates
- Geo-targeting is available

## Technical specifications & data delivery:

- Format: 1237 x 1631 pixel (150 dpi)
- File format: static jpg
- File size: max. 1MB
- No 3rd party tags or impression trackers
- Data delivery at least 5 working days before the campaign starts

WILEY

# General Terms and Conditions for Advertisements, Supplements, Digital Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as "orders") relating to the publication of one or several adverts of one advertiser (hereinafter: "client") in the magazines of Wiley-VCH GmbH (hereinafter: "publisher") for the purpose of dissemination and relating to the placement of online advertising on the publisher's websites. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers' adverts which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If, within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculate the discount based on the difference between the actual and guaranteed number taken.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the volume stated in the order within the agreed timeframe or that stated in clause 3.

5. Order cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) is the total order value. In each specific instance, however, the client is expressly granted the right to provide proof that the contractor suffered no loss, or at any rate only a lower loss.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time – i.e. not later than on the date specified in the order confirmation – for the client to be able to be informed before the advert deadline of whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word "Advert" by the publisher.

8. The publisher reserves the right to reject advert orders – including individual adverts under a blanket contract – or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contravenes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

9. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the title concerned within the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims.

10. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready-to-print material and/or of producing ordered advertising material as well as of substantial alterations to originally agreed versions that are requested by the client and for which the latter is responsible due to the technical quality of the ready-to-print material and/or advertising material supplied will be borne by the client. Should any deficiencies in the ready-to-print material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

11. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

12. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for ensuring that the necessary approvals from GEMA (society for musical performing and mechanical reproduction rights in Germany) or other copyright associations and/or owners have been obtained.

13. The client shall be entitled to a reduction in payment or a corrected replacement advert in cases of fully or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is affected. This shall be excluded if the defect results from incorrect ready-to-print material (see clause 10 above). Should the publisher allow the timeframe given to him to elapse or should the replacement advert still be incorrect, the

client shall be entitled to a reduction in payment or cancellation of the contract. Complaints – except if defects are not obvious – must be asserted within four weeks from receipt of invoice and proof.

14. (1) The client's claims for damages shall be excluded unless provided for otherwise herein-after. This exclusion of liability shall also apply in favour of the publisher's legal representatives and vicarious agents in the event that the client asserts claims against them.

(2) Claims for damages on account of death, injuries or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfilment of which is necessary in order to achieve the objectives of the contract, Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, his legal representatives or vicarious agents shall also be exempt from the liability exclusion.

(3) The provisions of the German Product Liability Act (ProdHaftG) shall not be affected by the above.

15. Sample print-outs will only be provided where specifically requested. The client shall be responsible for the correctness of the returned samples. The publisher shall observe all error corrections made known to it within the period specified upon sending the sample. Should the client fail to return within the specified period a sample sent on time by the publisher, approval for print shall be deemed to have been given.

16. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advert.

17. The client avouches that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

18. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Teleservices Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

19. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advert. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Where there is established doubt over the client's ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

22. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to

– 20% for circulation of up to 50,000 copies

– 15% for circulation of up to 100,000 copies

– 10% for circulation of up to 500,000 copies

– 5% for circulation of up to 500,000 copies.

In addition, claims for price reductions are excluded for contracts if the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to cancel the contract before publication of the adverts.

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next possible issue of the printed work or online advertising medium, or withdraw from the contract – entirely or in part. In this context, the client shall not be entitled to claim damages.

24. The place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher's headquarters, at present Weinheim, Germany.

25. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.

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