

Media Guide

2021

Your No. 1 for Healthcare

**Management &
Krankenhaus**

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	

MAIN TOPICS	Radiology	Point of Care Green Hospital Personal	Orthopedics	Connecting Digital Health: DMEA	Hygiene
TRADE FAIR FOCUS	ECR Wien, 03.-07.03.2021	15. Kongress für Krankenhaushygiene digital, 11.-14.04.2021	Jahrestagung der DGK digital, 07.-10.04.2021	Deutscher Röntgenkongress digital, 27.03.-08.11.2021	DMEA digital, 07.-11.06.2021
					Hauptstadtkongress Medizin und Gesundheit Berlin, 15.-17.06.2021

	Bau digital, 13.-15.01.2021	VERIVITA-Symposium Wetzlar, 03.03.2021	138. Deutscher Chirurgenkongress digital, 12.-16.04.2021	med.Logistica digital, 05.05.2021	NOUV-Symposium 2021 Dortmund, 2021
	Internationales Endoskopie Symposium digital, 04.-06.02.2021	Deutscher Interdisziplinärer Notfallmedizin Kongress digital, 04.-05.03.2021	Kongress der DGIM digital, 17.-20.04.2021	Deutscher Wundkongress Bremer Pflegekongress digital, 05.-07.05.2021	4TM Stuttgart, 08.-10.06.2021
	Stuttgarter Intensivkongress digital, 04.-05.02.2021	ISH digital, 22.-26.03.2021	MedTechLive digital, 20.-22.04.2021	DAC digital, 06.-08.05.2021	105. Jahrestagung der Deutschen Gesellschaft für Pathologie digital, 08.-12.06.2021
			VSOU digital, 29.04.-01.05.2021	Diabetes Kongress, virtuell, 12.-15.05.2021	Deutscher Krankenhaus- Controller-Tag Potsdam, 08.-09.07.2021
			Kongress Klinik- ManagementPersonal digital, 27.-28.04.2021	Kongress Krankenhaus- führung und digitale Transformation digital, 19.-21.05.2021	 apply until 31. July
				Wümek Würzburg, 20.-21.05.2021	

TOPICS					
Health Policy	· 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
Health Economics	· Controlling	· Personnel + recruitment	· Consulting	· Personnel + Training	· Management of quality and risk
Medicine & Technology	· Intensive Care · Ultrasound · Imaging	· Female Health · Trauma surgery	· Radiology Trends in CT MRT Radiology/IT	· Endoscopy · Imaging	· Surgery · Orthopedics
IT & Communication	· 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
Hygiene	· 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
Building, Furnishing, Supplies	· 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
Laboratory & Diagnostics	· Infection diagnostics	· Laboratory Market Germany · Laboratory technology	· Molecular Diagnostics	· Central Laboratory	· Automation for Laboratories · Mass spectrometry

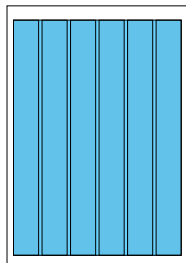
Dates & Contents

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 · medAmbiente	01.09.2021 22.09.2021	07.10.2021 27.10.2021 · medAmbiente	10.11.2021 24.11.2021	15.12.2021
with Supplement (s. S. 9) 	M&K kompakt Bauen, Einrichten & Versorgen	2x M&K kompakt Labor & Diagnostik Hygiene	M&K kompakt Medizin, Manage- ment, Möglichkeiten	M&K kompakt Medica	
MAIN TOPICS	IT in Hospitals	Operating Room Management	Orthopedics	IT in Hospitals	Endoskopie Beschaffung & Logistik
TRADE FAIR FOCUS		Freiburger Infektiologie- und Hygienekongress Freiburg, 06.-08.10.2021	Deutscher Kongress für Orthopädie und Unfallchirurgie Berlin, 26.-29.10.2021	Medica Düsseldorf, 15.-18.11.2021	
		DKLM Mannheim, 14.-15.10.2021	IFAS digital, 19.-21.10.2021		
	Altenpflege digital, 06.-08.07.2021	Hauptstadtkongress der DGAI digital, 16.-18.09.2021	Deutscher Logistik-Kongress Berlin, 20.-22.10.2021	RSNA Chicago, 28.11.-01.12.2021	Beschaffungskongress der Krankenhäuser Berlin, 01.-02.12.2021
		25. Jubiläumskongress der DGSV Fulda, 03.-05.10.2021	Personalkongress Krankenhäuser Cologne, Oktober 2021	Kongress der DIVI Hamburg, 01.-03.12.2021	Nürnberger Wundkongress Nuremberg, 02.-03.12.2021
		it-sa Nuremberg, 12.-14.10.2021	20. Bundeskongress Deutscher Pathologen digital, 07.-09.10.2021	Deutscher Wirbelsäulenkongress Münster, 09.-11.12.2021	
			Herbstsymposium der Deutschen Gesellschaft für Medizincontrolling Frankfurt/M., Oktober 2021	Klinisch-Mikrobiologisch- Infektiologisches Symposium Berlin, 02.-04.12.2021	
TOPICS					
Health Policy	· 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
Health Economics	· Accounting	· Personnel + training + purchasing	· Purchasing and Logistics	· Financing + Insurance	· Personnel + training
Medicine & Technology	· 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
IT & Communication	· 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
Hygiene	· 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
Building, Furnishing, Supplies	· 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
Laboratory & Diagnostics	· Personalized Medical Care · Biomarker	· Clinical Chemistry · Laboratory IT · POCT	· Laboratory Automation	· Laboratory Technology · Automation · Diagnostics	· Central Laboratory

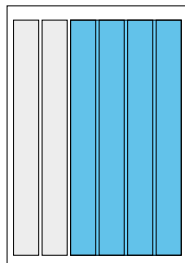
Prices & Formats

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

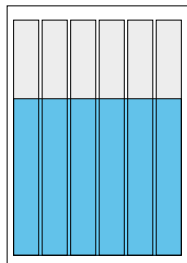
1/1 Page
Width: 325 mm
Height: 455 mm
(6 columns)
€ 9,750



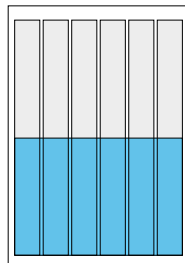
2/3 Page portrait
Width: 215 mm
Height: 455 mm
(4 columns)
€ 7,950



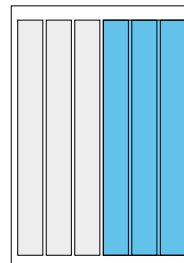
2/3 Page landscape
Width: 325 mm
Height: 303 mm
(6 columns)
€ 7,950



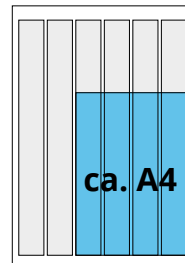
1/2 Page landscape
Width: 325 mm
Height: 225 mm
(6 columns)
€ 7,500



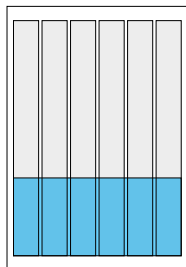
1/2 Page portrait
Width: 160 mm
Height: 455 mm
(3 columns)
€ 7,500



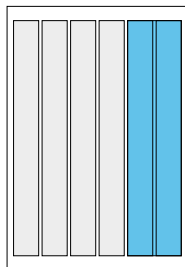
1/2 Page Corner
Width: 215 mm
Height: 303 mm
(4 columns)
€ 7,500



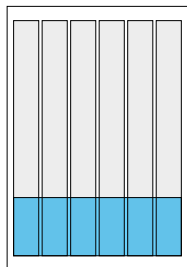
1/3 Page landscape
Width: 325 mm
Height: 149 mm
(6 columns)
€ 4,950



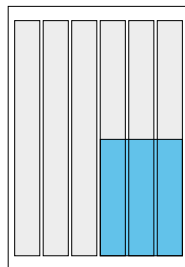
1/3 Page portrait
Width: 105 mm
Height: 455 mm
(2 columns)
€ 4,950



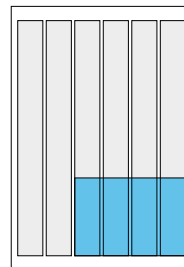
1/4 Page landscape
Width: 325 mm
Height: 114 mm
(6 columns)
€ 4,500



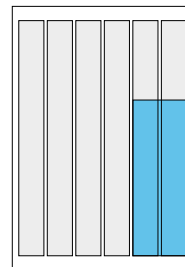
1/4 Page classic
Width: 160 mm
Height: 227 mm
(3 columns)
€ 4,500



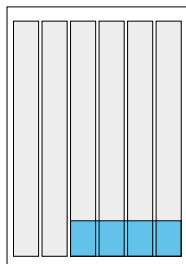
1/5 Page landscape
Width: 215 mm
Height: 152 mm
(4 columns)
€ 3,850



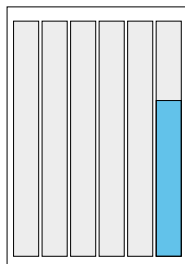
1/5 Page portrait
Width: 105 mm
Height: 303 mm
(2 columns)
€ 3,850



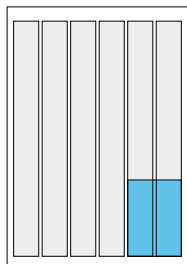
1/10 Page landscape
Width: 215 mm
Height: 74 mm
(4 columns)
€ 2,300



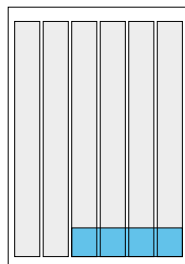
1/10 Page portrait
Width: 50 mm
Height: 303 mm
(1 column)
€ 2,300



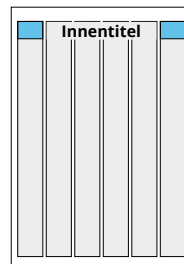
1/10 Page classic
Width: 105 mm
Height: 149 mm
(2 columns)
€ 2,300



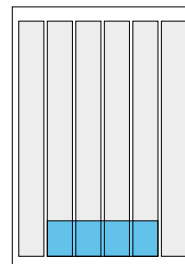
1/12 Page landscape
Width: 215 mm
Height: 57 mm
(4 columns)
€ 2,050



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 millimetre³

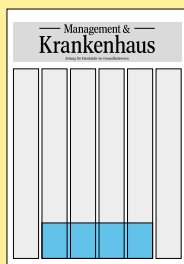
(Price per single column/50 mm)

Standardposition € 11.00/mm

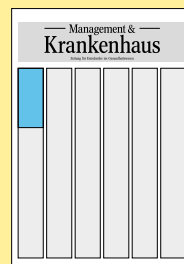
Job ads (4c) see page 14

Premium-Positions

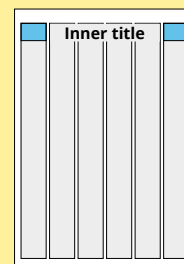
Title page, Footer
Width: 215 mm
Height: 74 mm
(4 columns)
€ 5,050



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 ¹	215 x 74	5,050
Postcards ²		510

Loose inserts ³	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

Advertisements by millimetre

(Price per single column/50 mm)³

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

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.

¹ 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.

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

³ 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/m²

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



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
Outline	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)	■	■	■	■	■	■
Price	€ 4,500	€ 7,500	€ 9,750	€ 2,300	€ 3,950	€ 7,500

*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. 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 Spezial	M&K kompakt Hygiene	M&K kompakt Klinik-IT	M&K kompakt Radiologie	M&K kompakt Bauen, Einrichten & Versorgen	2x M&K kompakt Labor & Diagnostik Hygiene	M&K kompakt Medizin, Management, Möglichkeiten	M&K kompakt Medica
Publication date	10.02.2021	08.03.2021	07.04.2021	05.05.2021	04.08.2021	08.09.2021	13.10.2021	04.11.2021
Advertising deadline	15.01.2021	03.02.2021	05.03.2021	09.04.2021	02.07.2021	06.08.2021	17.09.2021	01.10.2021
Editorial deadline	18.12.2020	08.01.2021	19.02.2021	19.03.2021	11.06.2021	09.07.2021	27.08.2021	17.09.2021
ADDITIONAL CIRCULATION		15. Kongress für Krankenhaushygiene Berlin, 11.-14.04.2021	DMEA Berlin, 08.-10.06.2021	Deutscher Röntgenkongress digital 27.03.-8.11.2021		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

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

Preferred Position

Analysis

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

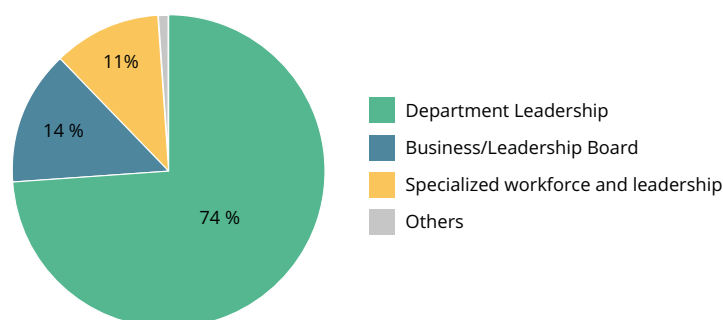
The readers of **Management & Krankenhaus** are senior and mid-level managers.

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**

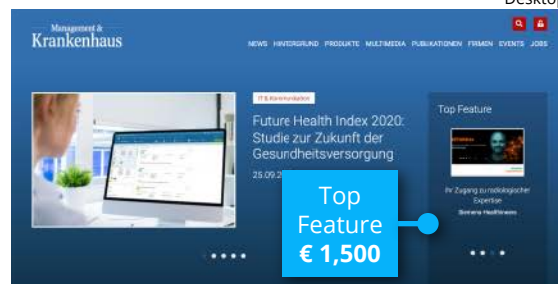
Traffic management-krankenhaus.de

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

Average 1st half 2020

See next page for technical specifications

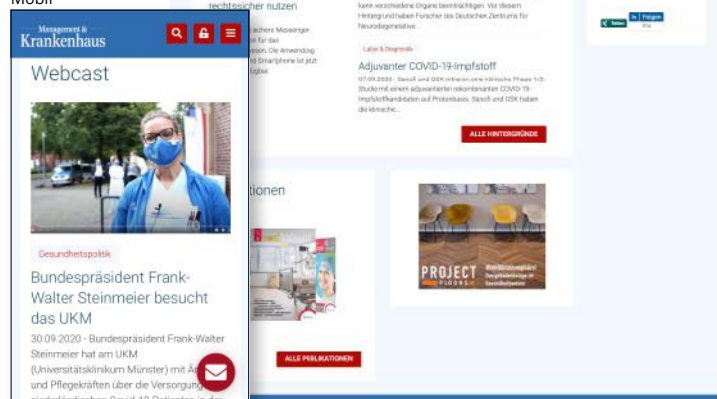
Desktop



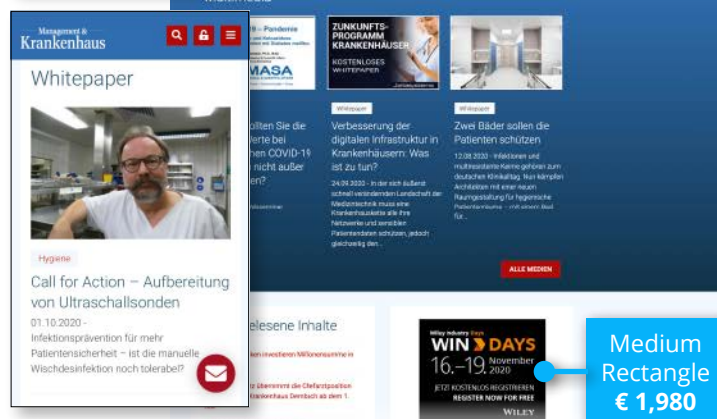
Leaderboard
€ 1,435

Wide Skyscraper
€ 1,875

Mobil



Multimedia



Medium Rectangle
€ 1,980

Newsletter: management-krankenhaus.de

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 1st 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

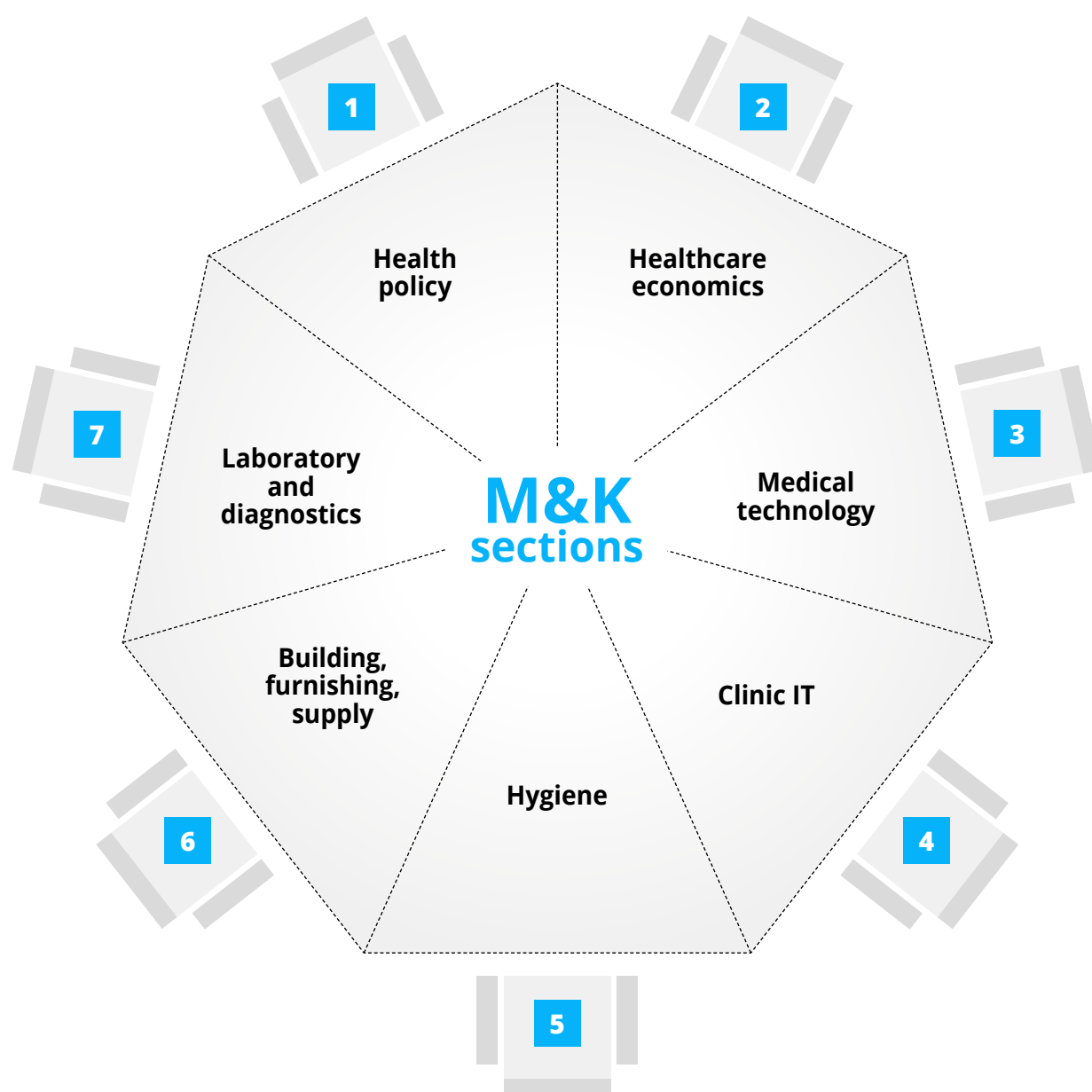
Hansgrohe SE -

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:
3 x 1/4 page print ad + online (30 days)
+ 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

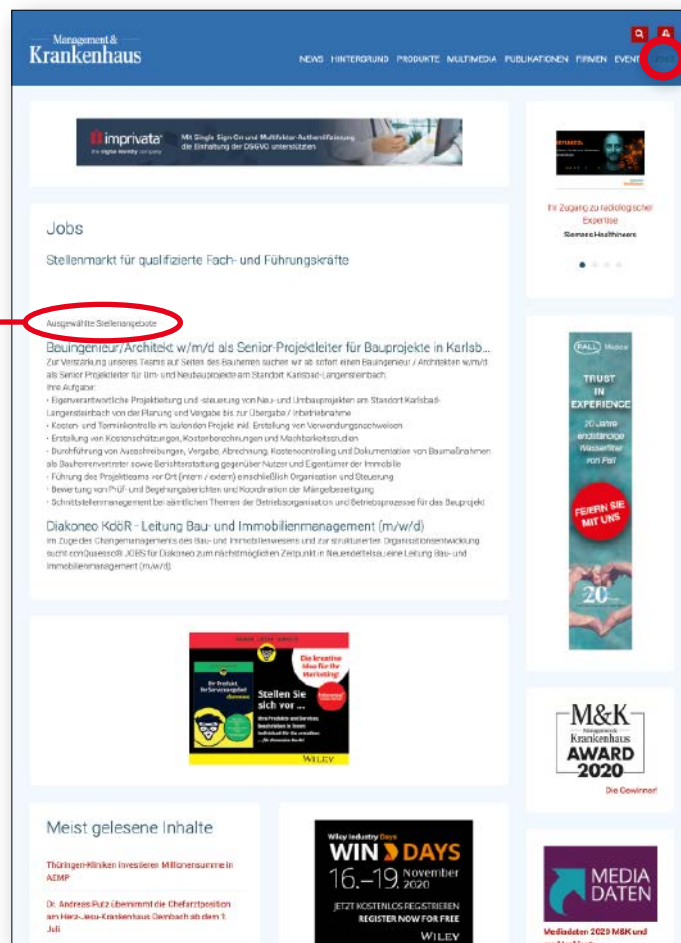
Visits	40.000
Unique Visits	34.150
Page Impressions	62.000

Average 1st Half Year 2020

Job Advertisements

(Price per single column/50 mm)

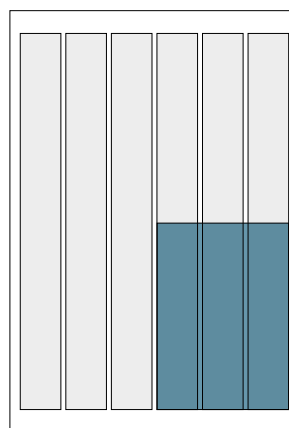
minimum height 80 mm € 3.00/mm
P.O. Box No. fee € 10



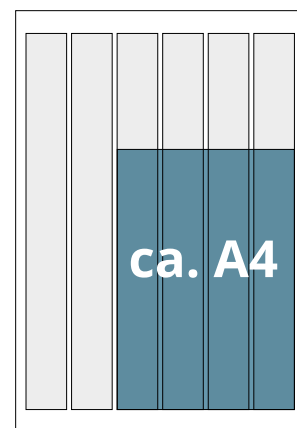
www.management-krankenhaus.de/jobs

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



Labor- und Biotechnik

Produkte aus den Bereichen Analytik, Mikroskopie, Laborbedarf, Laborgeräte, Laboreinrichtung und LIMS/Labor IT.

Prozesstechnik

Produkte aus den Bereichen Anlagen und Komponenten, Verfahrenstechnik, Prozessautomatisierung, Pumpen, Drucklufttechnik und Betriebstechnik.

Messen, Regeln und Automatisieren

Produkte aus den Bereichen Antriebstechnik, Automatisierung, Messtechnik, Bildverarbeitung, Industrie-PC und Sensorik.

Sicherheit

Produkte aus den Bereichen Brandschutz, Videosicherheit, Zutrittsregelung, Einbruchschutz, sichere Automatisierung, Arbeitsschutz und IT Security.

Healthcare

Produkte aus den Bereichen Medizintechnik, Pharma, Klinik-IT, Hygiene, Einrichtung und Labordiagnostik.

Lebensmittelindustrie

Produkte aus den Bereichen Logistik, Verpackungstechnik, Anlagenbau, Betriebstechnik, Fooddesign und Automatisierung.

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

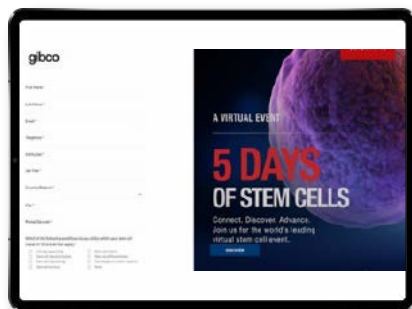
	6 Months / price €	12 Months / price €
Company presentation	500, one-time-fee	
Product entry	320	565
Refresher	285	510
Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,740
Premium Package	8 Product presentations	3,220
Business Flat	all your product texts that you send us 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.

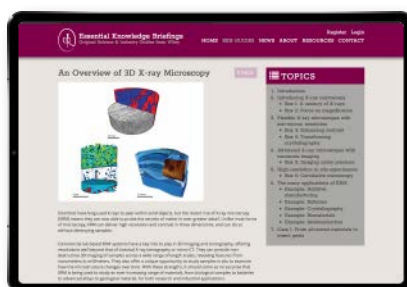
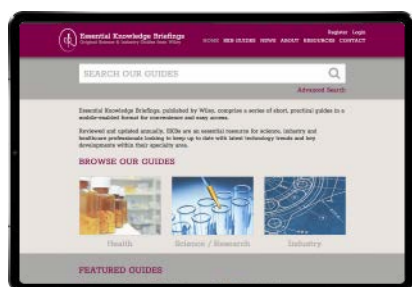
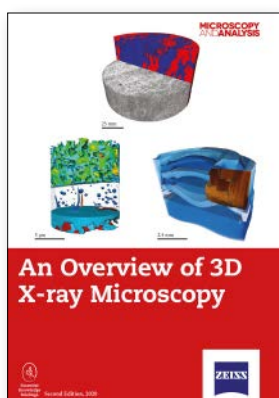
We provide the following with each WebSeminar:

- 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 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

Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

- (a) **"Wiley"** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **"Advertising"** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications ("Print Advertising") and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley ("Online Advertising").
- (c) **"Customer"** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **"Booking Confirmation"** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **"Insertion Order"** or **"Purchase Order"** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **"Reprint"** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website ("ePrints").
- (g) **"Reprint Quotation"** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **"Terms"** means these terms and conditions.

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- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading 'Advertising' or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation ("Materials Due Date"). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any 'impression goals' or the like provided are non-binding. Online Advertising described in the Booking Confirmation as '100% sponsorships' will not be subject to any impression or viewability guarantees.
- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products ("Email Alerts"), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such 'make-up' bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
 - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
 - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
 - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
 - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year ("**IAB Terms**") will apply to all Online Advertising services, with Wiley being the 'Media Company' and Customer being the 'Agency' and 'Advertiser' (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

REPRINT TERMS

- 19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
- 20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
- 21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.
- 22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

Advertising and Reprint Production Terms and Conditions

PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
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English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

GENERAL TERMS

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