

WILEY



2023 Media Guide

Management & Krankenhaus

Your No. 1 for Healthcare

www.management-krankenhaus.de



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 23,000 social media followers

management-krankenhaus.de: 97,670 individual visits

Newsletter: 2,300 subscribers

Content

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Overview

Publication Frequency
10 issues per year

Volume
Vol. 42, 2023

Print run
25,000 (Q2/22)
see www.ivw.de



Membership
IVW

Publishing Director
Steffen Ebert

**Editorial +
Product Management**
Ulrike Hoffrichter

Advertising
Bettina Willnow

Commercial Manager
Jörg Wüllner

Order Management
Silvia Edam

Subscription
€ 139.60 (+ VAT, incl. shipping)




Single Copy Rate
€ 16.50 (+ VAT, incl. shipping)
Subscription for students
50% discount

Subscription only digital
€ 139.60 (+ VAT)

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
Publishing date	01.02.2023	08.03.2023	05.04.2023	03.05.2023	07.06.2023
Advertising deadline	05.01.2023	10.02.2023	10.03.2023	06.04.2023	05.05.2023
Editorial deadline	28.12.2022	27.01.2023	24.02.2023	24.03.2023	21.04.2023
Editorial deadline paid content in M&K	09.12.2022	01.02.2023	01.03.2023	28.03.2023	25.04.2023
Newsletter „Die neue M&K ist da“	31.01.2023	07.03.2023	04.04.2023	02.05.2023	06.06.2023
Newsletter M&K Publishing date	18.01.2023  22.02.2023	15.03.2023 29.03.2023 	12.04.2023 26.04.2023	17.05.2023	31.05.2023 21.06.2023 


Editorial deadline for all features in the newsletter: 10 working days before the dispatch date of the booked newsletter

with Supplement (s. S. 10)



			M&K kompakt Klinik IT Hygiene	M&K kompakt Radiologie	
MAIN TOPICS	Hygiene Radiology	Point of Care Green Hospital Personnel	Robotics/AI	Process Management	Hygiene
TRADE FAIR FOCUS	Symposium Intensivmedizin + Intensivpflege Bremen, 15.-17.02.2023	Kongress der Deutschen Gesellschaft für Endoskopie und Bildgebende Verfahren Cologne, 15.-18.03.2023	BAU Munich, 17.-22.04.2023	Deutscher Röntgenkongress Wiesbaden, 17.-20.05.2023	Hauptstadtkongress Medizin und Gesundheit Berlin, 14.-16.06.2023
			DMEA Berlin, 25.-27.04.2023		ECR Vienna, 05.-09.07.2023
TRADE FAIRS	Bamberger Morphologietage Bamberg, 27.-29.01.2023	VERIVITA-Symposium Wetzlar, März 2023	Jahrestagung der DGK Mannheim, 12.-15.04.2023	DAC Düsseldorf, 27.-29.04.2023	106. Jahrestagung der Deutschen Gesellschaft für Pathologie Leipzig, 01.-03.06.2023
	Kongress der DGKH Berlin, 02.-03.02.2023	Deutscher Interdisziplinärer Notfallmedizin Kongress (DINK) Koblenz, 09.-10.03.2023	Kongress der DGIM Wiesbaden, 22.-25.04.2023	Deutscher Wundkongress/ Bremer Pflegekongress Bremen, 11.-12.05.2023	NOUV-Symposium 2023 Dortmund, Juni 2023
	Internationales Endoskopie Symposium Düsseldorf, 02.-04.02.2023	ISH Frankfurt/M., 13.-17.03.2023	Altenpflege Nuremberg, 25.-27.04.2023	med.Logistica Leipzig, 16.-17.05.2023	 Apply until 31. July
	Stuttgarter Intensivkon- gress Stuttgart, 09.-11.02.2023	139. Deutscher Chirurgenkongress Munich, 25.-28.04.2023	VSOU Baden-Baden, 27.-29.04.2023	Beschaffungskongress der Krankenhäuser Berlin, 23.-24.05.2023	
	Endoprothetikongress Berlin 09.-11.02.2023		Kongress KlinikManagementPersonal Hanover, Mai 2023	MedTechLive with 4TM Nuremberg, 23.-25.05.2023	
	Bundeskongress Chirurgie Nuremberg, 10.-11.02.2023		DGKH-Kongress Berlin + online, Mai 2023	Kongress Krankenhaus- führung und digitale Transformation Bad Kreuznach, 24.-25.05.2023	
				Wümek Würzburg, Mai 2023	
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	· Security + crisis management	· Modern training: eLearning & Co. · Mobile deployment plan- ning + optimize processes	· Employer Branding	· Personnel + training	· Security + risk management
Medicine & Technology	· Intensive Care · Ultrasound · Imaging	· Female health/ mammographie · Trauma surgery · Reanimation	· Radiology trends in CT MRT Radiology · IT-Systems and artificial intelligence	· Endoscopy · Imaging · Interventional systems · Anesthesia	· Surgery · Interventional systems · Female health/ mammographie
IT & Communication	· Digital patient file · Online appointment · Telemedicine · IT-Management	· IT-Infrastructure · E-recipe · Messenger service · Artificial intelligence	· Trends in digital healthcare · Interoperability · IT-Security · Patient Portals	· Medication management · Networking · Data security · Digital patient file	· Cloud computing · Digital communication solutions · IT-Infrastructure · Telemedicine
Hygiene	· Hygiene of skin and hands · Surface disinfection · Surveillance	· Nosocomial infections · Reprocessing · Desinfection · Infections of drinking water	· MRSA screening · Antibiotic stewardship · ABS · MRE	· Wound management · Nosocomial infections · Filter technology	· Machine Reprocessing · Desinfection · Infections of drinking water
Building, Furnishing, Supplies	· Kitchen + catering · Monitoring systems · Digital construction solutions	· Smart building · Energy and building services · Digital construction solutions	· Sustainable building Guidance and orientation systems · Building regulations	· Interior design · Floor, lights, colour · Green hospital	· Smart assistance systems · Interior design and equipment
Laboratory & Diagnostics	· Infection diagnostics	· Laboratory market Germany · Laboratory technology	· Molecular diagnostics	· Central laboratory	· Automation for laboratories · Digital pathology

Dates & Contents

Issues	7–8 July / August	9 September	10 October	11 November	12 December
Publishing date	02.08.2023	06.09.2023	04.10.2023	02.11.2023	06.12.2023
Advertising deadline	30.06.2023	11.08.2023	08.09.2023	06.10.2023	10.11.2023
Editorial deadline	16.06.2023	28.07.2023	25.08.2023	22.09.2023	20.10.2023
Editorial deadline paid content in M&K	21.06.2023	02.08.2023	30.08.2023	26.09.2023	31.10.2023
Newsletter „Die neue M&K ist da“	01.08.2023	05.09.2023	29.09.2023	31.10.2023	05.12.2023
Newsletter M&K Publishing date	19.07.2023 16.08.2023 <i>medAmbiente</i>	06.09.2023 20.09.2023	04.10.2023 18.10.2023 <i>medAmbiente</i>	08.11.2023 22.11.2023	13.12.2023
Editorial deadline for all features in the newsletter: 10 working days before the dispatch date of the booked newsletter					
with Supplement (s. s. 10)					
	M&K kompakt Bauen, Einrichten & Versorgen	M&K kompakt Labor & Diagnostik	M&K kompakt Hygiene		
MAIN TOPICS	IT in Hospitals	Operating Room Management	Orthopedics	IT in Hospitals	Purchasing and logistics
TRADE FAIR FOCUS	Jahrestagung der Deutschen Gesellschaft für Hygiene und Mikrobiologie Kiel, 25.–27.09.2023	DKLM – Jahrestagung der DGKL und Fachtagung für Biomedizinische Analytik des DVT Mannheim, 12.–13.10.2023	Deutscher Kongress für Orthopädie und Unfallchirurgie Berlin, 24.–27.10.2023	Medica Düsseldorf, 13.–16.11.2023	
		DGHM-Jahrestagung Lübeck, 18.–20.09.2023	Freiburger Infektiologie- und Hygienekongress Freiburg, 11.–13.10.2023		
TRADE FAIRS	med.Logistica Leipzig, 05.–06.07.2023	IFAS Zürich, September 2023	Deutscher Logistik-Kongress Berlin, 18.–20.10.2023	RSNA Chicago, 26.11.–30.11.2023	Klinisch-Mikrobiologisch-Infektiologisches Symposium Berlin, Dezember 2023
	Deutscher Krankenhaus-Controller-Tag Potsdam, 07.07.2023	Rehacare Düsseldorf, 13.–16.09.2023	Personalkongress Krankenhäuser Cologne, Oktober 2023	Kongress der Deutschen Interdisziplinären Vereinigung für Intensiv- und Notfallmedizin Hamburg, 29.11.–01.12.2023	
		Fachmesse Krankenhaus Technologie Gelsenkirchen, September 2023	Bundeskongress Deutscher Pathologen Berlin, Oktober 2023	Deutscher Wirbelsäulenkongress Berlin, 30.11.–02.12.2023	
		CMS Berlin, 19.–22.09.2023	27. Kongress der DGSV Fulda, Oktober 2023		
		Hauptstadtkongress der DGAI für Anästhesiologie und Intensivtherapie Berlin, 12.–14.10.2023	Herbstsymposium der Deutschen Gesellschaft für Medizincontrolling Frankfurt /Main, Oktober 2023		
			it-sa Nuremberg, 10.–12.10.2023		
			A+A Düsseldorf, 24.–27.10.2023		
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	· Financing + insurance	· Personnel + training	· Employer branding	· Mobile scheduling + optimize processes	· Procurement & logistics
Medicine & Technology	· Imaging techniques · CT/MRI/ X-ray · IT-Systems and artificial intelligence	· Op-preparation · OP equipment · Anesthesia · Ultrasound	· Imaging · Interventional systems · Gynecology/mammographie · Orthopedics	· CT/MRI/ X-ray · Ultrasound Image reproduction systems · IT-Systems and artificial intelligence	· Interventional systems · Reanimation · Anesthesia
IT & Communication	· Decision-making support systems · Discharge management · Big Data · Networking	· IT in Care · Workplace systems · Digital platforms · IT-Security	· Digital communication Solutions · Exchange of health data (ISiK) · OP-management	· HIS RIS PACS · IT-Infrastructure · Mobile health · IT-security in the KRITIS sector	· Robotics · Telemedicine · Networking · Telematics infrastructure
Hygiene	· Hygiene management · Outbreak management · Hygiene of skin and hands	· Washroom hygiene · Disinfection · Processing and sterile supply · Sterilization: Machines, tools, processes	· Reprocessing of instruments · Water filter · Skin and hands · Surface disinfection	· Nosocomial infections · Hygiene monitoring · Use of antibiotics	· Infections of drinking water · Hand disinfection · Surface disinfection
Building, Furnishing, Supplies	· Energy efficiency · Hospital construction · Networked building technology	· Renovation of existing buildings · Flexible hospitals · Optimized use of space	· Floors, light, colours · Building information modeling · Virtual reality planning	· Interior design · Furnishings · Furniture for care	· Regenerative energy sources · Bathroom equipment and sanitary facilities
Laboratory & Diagnostics	· Personalized medical care · Biomarker	· Clinical chemistry · Laboratory IT	· Laboratory automation	· Laboratory technology · Automation · POCT	· Central laboratory

Prices & Formats

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

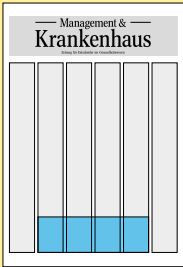
1/1 Page Width: 325 mm Height: 455 mm (6 columns) € 10,350	2/3 Page portrait Width: 215 mm Height: 455 mm (4 columns) € 8,425	2/3 Page landscape Width: 325 mm Height: 303 mm (6 columns) € 8,425	1/2 Page landscape Width: 325 mm Height: 225 mm (6 columns) € 7,950	1/2 Page portrait Width: 160 mm Height: 455 mm (3 columns) € 7,950	1/2 Page Corner Width: 215 mm Height: 303 mm (4 columns) € 7,950
1/3 Page landscape Width: 325 mm Height: 149 mm (6 columns) € 5,250	1/3 Page portrait Width: 105 mm Height: 455 mm (2 columns) € 5,250	1/4 Page landscape Width: 325 mm Height: 114 mm (6 columns) € 4,850	1/4 Page classic Width: 160 mm Height: 227 mm (3 columns) € 4,850	1/5 Page landscape Width: 215 mm Height: 152 mm (4 columns) € 4,200	1/5 Page portrait Width: 105 mm Height: 303 mm (2 columns) € 4,200
1/10 Page landscape Width: 215 mm Height: 74 mm (4 columns) € 2,450	1/10 Page portrait Width: 50 mm Height: 303 mm (1 columns) € 2,450	1/10 Page classic Width: 105 mm Height: 149 mm (2 columns) € 2,450	1/12 Page landscape Width: 215 mm Height: 57 mm (4 columns) € 2,200	Title corner Width: 50 mm Height: 35 mm (1 columns) € 775	Title page Width: 215 mm Height: 94 mm (4 columns) € 5,350

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

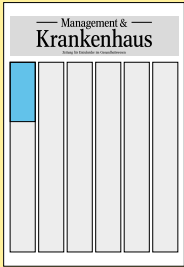
Advertisements by millimetre³ (Price per single column/50 mm)	
Standardposition	€ 11.00/mm
Job ads (4c)	see page 15

Premium-Positions

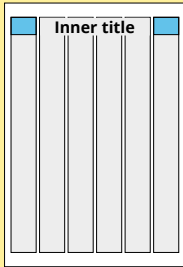
Title page, Footer
Width: 215 mm
Height: 94 mm
(4 columns)
€ 5,350



Title page, Newsflow
Width: 50 mm
Height: 116 mm
(1 column)
€ 1,825



Title corner
Width: 50 mm
Height: 35 mm
(1 column)
€ 775



Prices & Formats

Preferred Positions	Width / Height (mm)	Price €
Title page ¹	215 x 94	5,350
Postcards ²		540

Loose inserts ³	Weight	
	up to 20 g	245
	per additional 5 g	6.60

BusinessPartner (105 x 59 mm w x h)

3 Advertisements	780
6 Advertisements	1,200
10 Advertisements	1,800

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 15

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 October 2022 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: € 520 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

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.*



Advertorials in M&K:
Last possible correction: 11 working days before publication of the M&K

Advertorials in M&K kompakt:
Last possible correction: 18 working days before publication of the M&K

	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 9,000 characters + 4 illustration or graphic	1/4 page text advertisement with 1,500 characters + 1 illustration or graphic	1/2 page text advertisement with 2,500 characters + 2 illustration or graphic	1/1 page text advertisement with 3,500 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	€ 4,850	€ 7,950	€ 10,350	€ 2,500	€ 4,200	€ 7,950

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

Special Advertising
M&K Main Issue

Medizin&Technik
August 2022

Deutscher Herzbericht 2020



Abnehmen verbessert Ergebnisse von Katheterablation

Obwohl die meisten Patienten mit Vorhofflimmern (VHF) auch übergewichtig sind, ist das Abnehmen ein wichtiger Faktor für den Erfolg der Katheterablation. Eine Studie aus den USA zeigt, dass Patienten, die vor der Katheterablation abgenommen haben, eine höhere Erfolgsrate bei der Katheterablation aufweisen. Die Studie umfasste 1.000 Patienten, die zwischen 2010 und 2018 an einer Katheterablation teilgenommen haben. Die Patienten wurden in zwei Gruppen unterteilt: eine Gruppe, die abgenommen hat, und eine Gruppe, die nicht abgenommen hat. Die Erfolgsrate bei der Katheterablation war in der Gruppe, die abgenommen hat, signifikant höher als in der Gruppe, die nicht abgenommen hat.

Themen

Corona-Folgeerkrankungen – hilft personalisierte Medizin?

Die Corona-Folgeerkrankungen sind eine große Herausforderung für das Gesundheitssystem. Personalisierte Medizin könnte eine Lösung sein, um die Behandlung der Corona-Folgeerkrankungen zu verbessern. Personalisierte Medizin ist eine Medizin, die auf die individuellen Bedürfnisse eines Patienten zugeschnitten ist. Personalisierte Medizin kann die Behandlung der Corona-Folgeerkrankungen verbessern, indem sie die Behandlung auf die individuellen Bedürfnisse eines Patienten zugeschnitten ist.

Management & Krankenhaus
Zeitung für Entscheider im Gesundheitswesen
WILEY
August 2022

TITELSTORY

Management & Krankenhaus

Corona-Folgeerkrankungen – hilft personalisierte Medizin?

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ANZEIGE
mit Verweis auf Titelstory

Communications: Opt trotz COVID-19

Die Kommunikation ist ein wichtiger Bestandteil des Gesundheitswesens. Die Kommunikation muss trotz COVID-19 aufrechterhalten werden. Die Kommunikation muss auf die individuellen Bedürfnisse eines Patienten zugeschnitten sein. Die Kommunikation muss die Behandlung der Corona-Folgeerkrankungen verbessern, indem sie die Behandlung auf die individuellen Bedürfnisse eines Patienten zugeschnitten ist.

Expert Interview

Show your competence
in your areas of expertise

Price: € 8,500

Placement:

Lead story in the inside section
(department)

Scope:

approx. 5,000 - 6,000 characters/spaces
+ 2 illustrations

Cover story

The premium mix of
cover ad and PR contribution

Price: € 9,500

Placement:

Front page ad + cover story in the
inside section (department)

Scope:

1 x "front page footer" ad and
1 x cover story with approx.
5,000 characters/spaces + 2 illustrations

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; Hygiene, Klinik-IT, Labor & Diagnostik, 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).

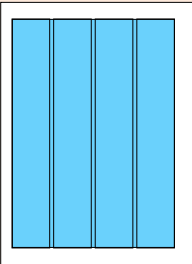
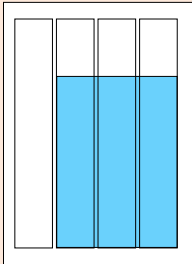
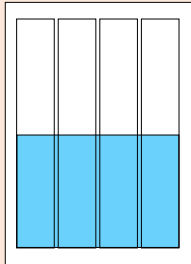
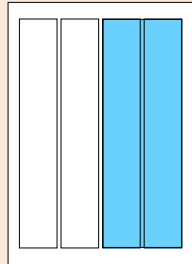
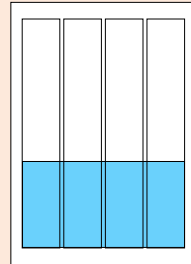
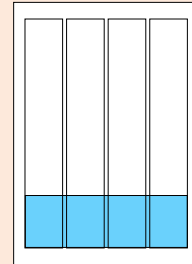
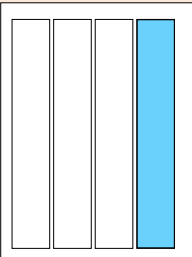
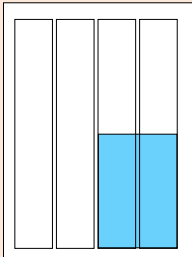
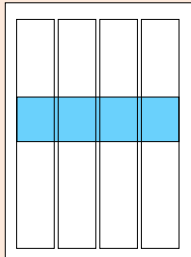
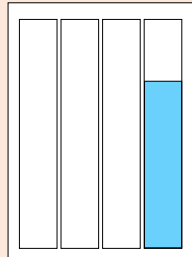

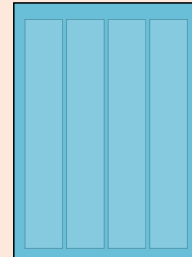
The print version also appears online at www.management-krankenhaus.de. Along with this B2B target group portal, the print media reaches the highest number of readers in in-patient healthcare throughout the whole of Germany.



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 Klinik-IT Hygiene	M&K kompakt Radiologie	M&K kompakt Bauen, Einrichten & Versorgen	M&K kompakt Labor & Diagnostik	M&K kompakt Hygiene
Publication date	05.04.2023	03.05.2023	02.08.2023	06.09.2023	04.10.2023
Advertising deadline	03.03.2023	31.03.2023	23.06.2023	04.08.2023	01.09.2023
Editorial deadline	10.02.2023	10.03.2023	02.06.2023	14.07.2023	11.08.2023
ADDITIONAL CIRCULATION	DMEA Berlin, 25.-27.04.2023	Deutscher Röntgenkongress Wiesbaden 17.-20.05.2023		DKLM - Jahrestagung der DGKL und Fachtagung für Biomedizinische Analytik des DVTA Mannheim, Oktober 2023	Jahrestagung der Deutschen Gesellschaft für Hygiene und Mikrobiologie Lübeck, 18.-20.09.2023
	DGKH-Kongress Berlin + online, Mai 2023				
					Freiburger Infektiologie- und Hygienekongress Freiburg, 11.-13.10.2023

Formats + Prices

1/1 Page Width: 215 mm Height: 303 mm (4 columns) € 7,950 	1/2 Page Corner Width: 160 mm Height: 227 mm (3 columns) € 4,800 	1/2 Page landscape Width: 215 mm Height: 152 mm (4 columns) € 4,200 	1/2 Page portrait Width: 105 mm Height: 303 mm (2 columns) € 4,200 	2/5 Page landscape Width: 215 mm Height: 114 mm (4 columns) € 3,300 	1/4 Page landscape Width: 215 mm Height: 74 mm (4 columns) € 2,500 
1/4 Page portrait Width: 50 mm Height: 303 mm (1 column) € 2,500 	1/4 Page classic Width: 105 mm Height: 149 mm (2 columns) € 2,500 	1/5 Page landscape Width: 215 mm Height: 57 mm (4 columns) € 2,200 	1/5 Page portrait Width: 50 mm Height: 224 mm (1 column) € 2,200 	Inside front/back page Width: 240 mm Height: 330 mm + 3 mm bleed € 9,300 	Title page Width: 240 mm Height: 330 mm + 3 mm bleed € 11,400 

Preferred Position

Analysis

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

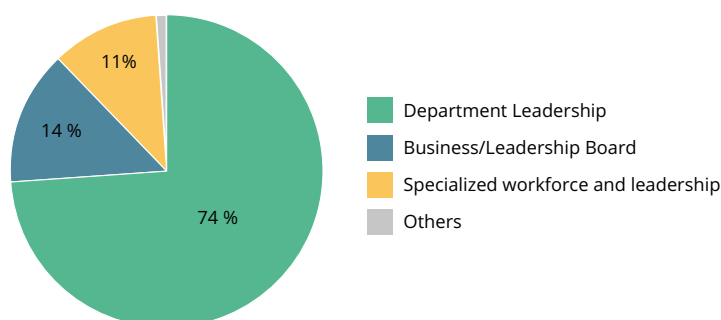
The readers of **Management & Krankenhaus** are senior and mid-level managers.

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

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 and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 1,750 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,975 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,920 / 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 ***€ 1,570** six months in the portals database

Combo offer: Feature on Portal + Newsletter **€ 2,500**

*in a rotation scheme with five 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 **€ 950 / 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 **€ 950 / 6 months**

Accesses to the website (Google Analytics)

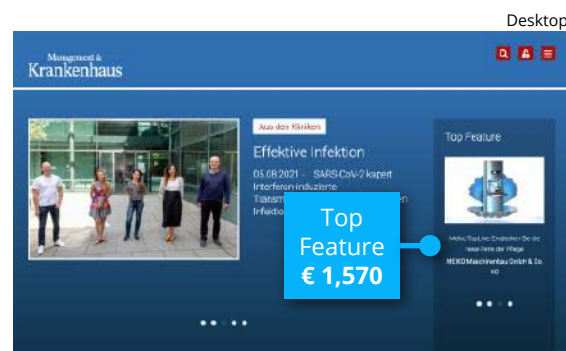
Page Impressions/Month	138,300
Visits/Month	97,670

Mean values from the 1st half of 2022

See next page for technical specifications

Deadline for paid content portal:

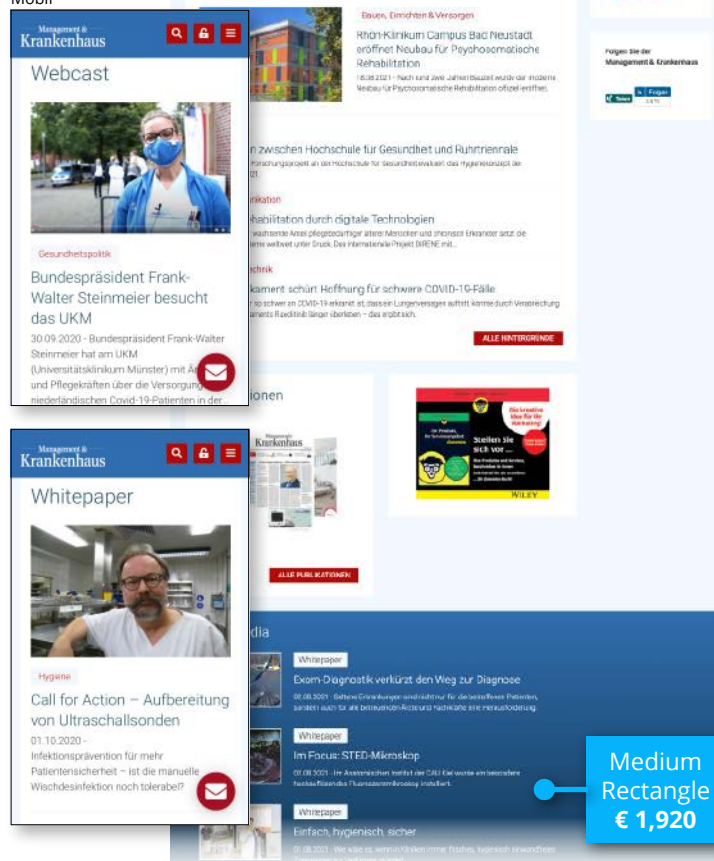
7 working days before publication



Leaderboard
€ 1,750

Wide Skyscraper
€ 1,975

Mobil



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	€ 1,055
Medium Rectangle	300 x 250 Pixel	€ 1,875
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), At least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,135
Combo offer: Feature on website + newsletter		€ 2,500
Event announcement:		
name and date 50 characters, call-to-action		€ 485
70 characters, graphic 476 x 315 pixels, external link		
Job advertisement:		
description of position 50 characters, call-to-action		€ 520
70 characters, graphic 476 x 315 pixels, external link		

Full banner and medium rectangle delivery no later than 7 days before the dispatch date of the booked newsletter.
Copy deadline for all features in the newsletter no later than 10 working days before the dispatch date of the booked newsletter

Newsletter Key Figures 2021/2022

Number of recipients (DOI)	2,400
Open Rate (MV)	48,9 %
Unique Open Rate	26,0 %
Click-to-Open Rate	22,4 %
Click Through Rate (MV)	11,0 %

MV = Mean value of 37 newsletters sent out

Technical Data

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

Banner (Website)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Banner (Newsletter)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG

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


Management &
Krankenhaus


Hallo liebe Leserinnen und Leser,

viel Hoffnung liegt in der Digitalisierung der Medizin. So soll z.B. Künstliche Intelligenz künftig stärker bei **Diagnosen unterstützen und dabei helfen Krankheiten früher zu erkennen**. Auch im Pflegebereich spielt KI eine immer wichtigere Rolle, so kann sie z.B. eingesetzt werden, um **Stürze zu erkennen und diesen vorbeugen**. Zahlreiche Aussteller präsentierten ihre Innovationen vergangene Woche auf der Medica in Düsseldorf. Allerdings gilt es für die zukünftige Gesundheitsversorgung auch, Lösungen für die aktuellen, nicht technischen Herausforderungen der Krankenhäuser wie Fachkräftemangel, Inflation oder Energiekrise zu finden. Darüber wurde auf dem Kongress **Deutscher Krankenhaustag** diskutiert.


Medium Rectangle
€ 1,875


Features


IT & Kommunikation
eHBA sichern und TI-Anwendungen nutzen
11.11.2022 - Um vom vernetzten Gesundheitswesen zu profitieren, brauchen Ärzte einen eHBA. Die Bestellung der Karte ist beim Anbieter D-Trust jetzt noch einfacher.


IT & Kommunikation
Oben auf der Agenda: Qualität für Patienten.
02.11.2022 - Der Gesundheitswirtschaftskongress unterstreicht den Stellenwert der klinischen Entscheidungsunterstützung zur Erhöhung der Behandlungsqualität.

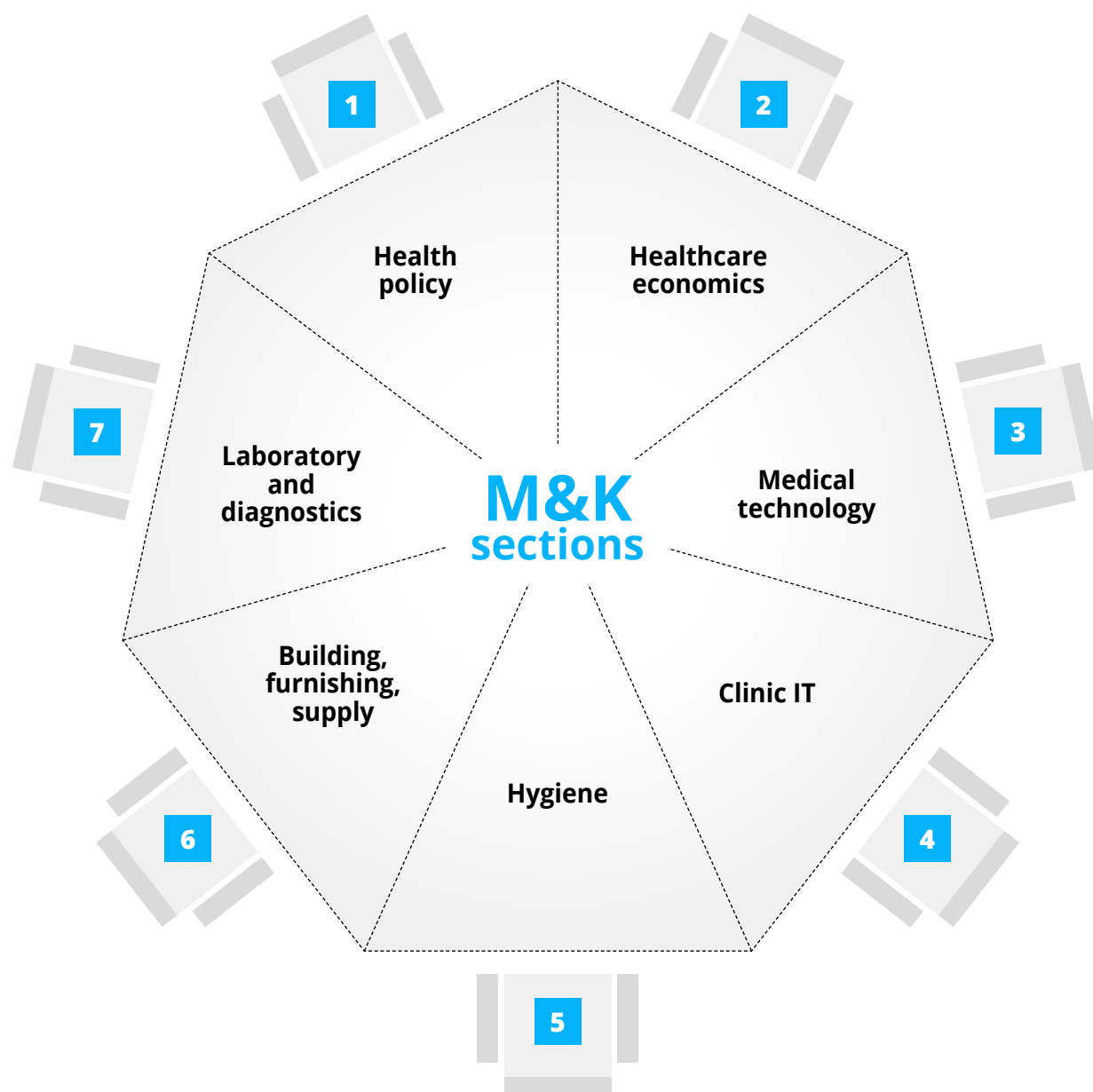

Full Banner
€ 1,055

Medica Rückblick


Unternehmen
Medica Tag 2: F...
Hirnerkrankung

Exclusive access to your customers
Single Sponsored Newsletter
5,955 €

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 reach
25,000 M&K readers +
40,000 website visits

smart
combina-
tion

Crossmedia Package

1. 1/4 page print ad + online (30 days) € 1,650
2. 1/2 page print ad + online (30 days) € 2,850
3. SPECIAL Package:
3 x 1/4 page print ad + online (30 days)
+ 1 portrait of company or clinic € 4,180
(redeemed within 12 months)

Online prices

30 days – € 420

60 days – € 690

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

Accesses to the website (Plausible)

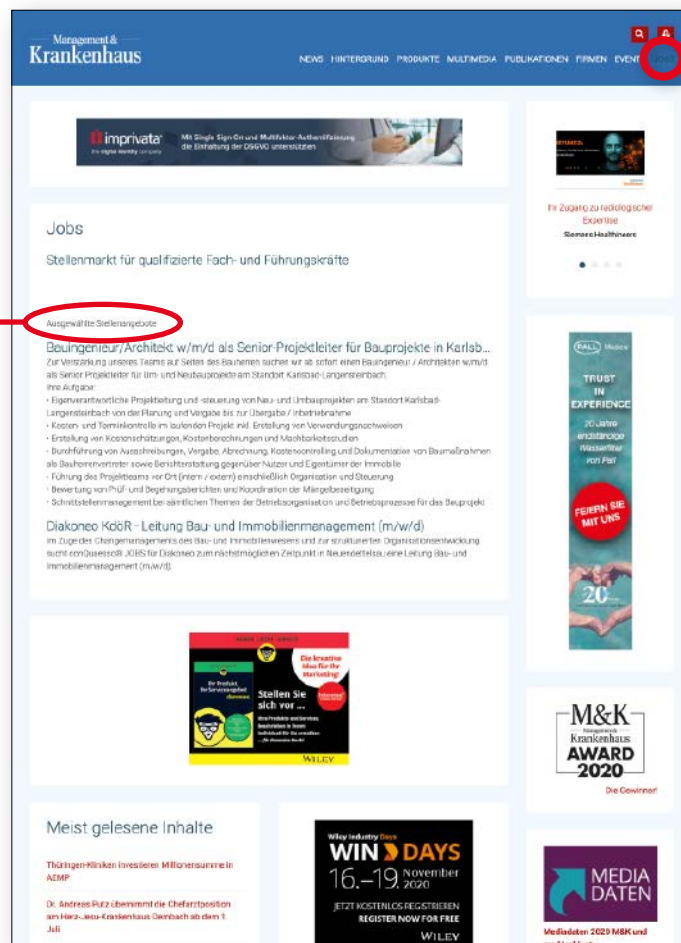
Page Impressions/Month	138,300
Visits/Month	97,670

Mean values from the 1st half of 2022

Job Advertisements

(Price per single column/50 mm)

minimum height 80 mm € 3.15/mm
P.O. Box No. fee € 10



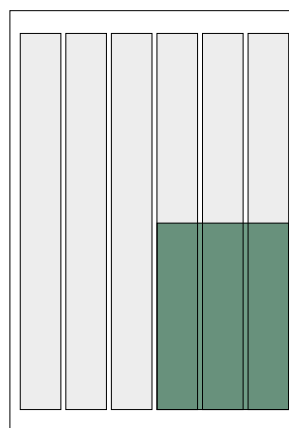
www.management-krankenhaus.de/jobs

Print Special Prices

1/4 Page classic

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

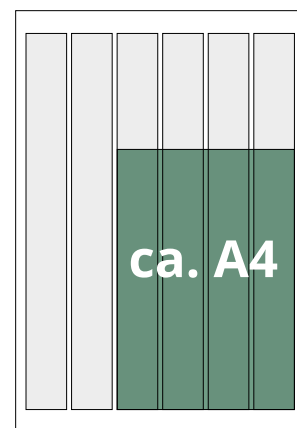
€ 1,650



1/2 Page Corner

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

€ 2,850





PRO-4-PRO.COM
PRODUCTS FOR PROFESSIONALS



Safety & Security

Products from the sectors Safety & Security Management, Fire Protection, Safety at Work, Building Security, Video Surveillance, Access Control and IT & Communication



Automation & Machine Vision

Products from the sectors Automation, Drives, Machine Vision / Optical Metrology, Industrial PC, Test and Measurement, Sensor Technology



Healthcare

Products from the sectors Medical Technology, clinical laboratory, Hygiene, Management, facility management and IT & communication



Laboratory / Biotechnology

Products from the sectors Laboratory Devices, Analysis, Microscopy and EDP/Software/LIMS



Process technology

Products from the sectors Process Automation, Maintenance, Plant-Construction, Pumps and Compressors, Mechanical and Thermal Process Technology



Food Industry technology

Products from the sectors Logistics and Materials Handling, Packaging and Labeling, Food analysis, Plant Construction and Technical equipment

Safety & Security



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.

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

Optimized
for mobile
devices

Modern
design

Clear
structure



PRO-4-PRO.COM
PRODUCTS FOR PROFESSIONALS

The Product Portal
for Lead Generation

6 Months / price €

12 Months / price €

Company presentation	500, one-time-fee	
Product entry	335	585
Refresher	295	530

Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,775
Premium Package	8 Product presentations	3,280
Business Flat	all your product texts that you send us within 12 months	5,315

Events & Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your brand can effectively solve problems and to support scientists and industry professionals in their daily practice across various applications. Our events and topic-focused website solutions can help you deliver clear, focused content and deepen your engagement with your target audience.

■ Webinar

Showcase your expertise, generate leads, deepen your engagement, and build credibility by sponsoring a webinar with Wiley. Engage with your relevant audiences in a familiar online webinar environment on topics of your choice.

Our specialized events team will fully take care of your event including technical aspects and hosting. We will work closely with you in setting up the agenda, inviting the speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.



Choose from:

- **Single-Speaker Webinar**
Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar**
Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

Speakers can be provided by the Wiley editorial team or suggested by the sponsor.

Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A video session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting

■ Virtual Event

Wiley is taking real-world conference programs to virtual platforms instead. Promote your brand and gain credibility in an online environment with exclusive and distinctive formats with keynote speakers, panel discussions, or co-branded webinars.

Using the strengths of our multimedia programs and your expertise, you can uncover topics that people want to discuss and share. To support the events, we offer a balanced view on the topic and run marketing activities to power engagement.

By sponsoring a virtual event your brand will benefit from:

- Tailor-made marketing package to generate quality leads and boost brand awareness
- Being associated with an unbiased, credible Wiley brand



Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

Consider adding these amplifiers to your package:

Extended Reach	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.
Content Feed	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client's website.
Infographic	Visually represent scientific research or content, making it easier to digest. Custom-created in print, as downloadable PDFs, or as videos.
Expert Commentary	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
Translation	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
Run On / Print Copies	Get extra printed copies of content products to share.

Pricing

For detailed information on any of these options, please contact your local representative.

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.
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- (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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- 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.
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- 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.

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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%
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