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

Overview
Publication Frequency
10 issues per year

Volume
Vol. 42, 2023

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

Membership
IWW

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

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Editorial deadline for all features in the newsletter: 10 working days before the dispatch date of the booked newsletter with Supplement [s. S. 10].

### MAIN TOPICS

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### 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
- **Hauptstadt Kongress Medizin und Gesundheit Berlin**
  - Berlin, 14.–16.06.2023
- **DMEA**
  - Berlin, 25.–27.04.2023
- **VERIVITA-Symposium**
  - Wetzlar, März 2023
- **Jahrestagung der DGK**
  - Mannheim, 12.–15.04.2023
- **DAC**
  - Düsseldorf, 27.–29.04.2023
- **NOUV-Symposium 2023**
  - Dortmund, Juni 2023

### TRADE FAIRS

- **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 Pflegedkongress**
  - Bremen, 15.–17.02.2023
- **106. Jahrestagung der Deutschen Gesellschaft für Pathologie**
  - Leipzig, 01.–03.06.2023
- **Bamberger Morphologietage**
  - Bamberg, 27.–29.01.2023
- **Endo- und peripheral Interventionskongress**
  - Nürnberg, 10.–11.02.2023
- **Endoskopie Symposium**
  - Stuttgart, 09.–11.02.2023
- **139. Deutscher Chirurgenkongress**
  - München, 25.–28.04.2023
- **Endo- und peripheral Interventionskongress**
  - Würzburg, Mai 2023
- **Bundeskongress Chirurgie**
  - Nürnberg, 10.–11.02.2023
- **DGKH-Kongress**
  - Berlin + online, Mai 2023
- **Kongress Krankenhausführung und digitale Transformation Bad Kreuznach**, 24.–25.05.2023

### Topics

#### Health Policy
- 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
- Mobile deployment planning + optimize processes
- Employer Branding
- Personnel + training
- Security + risk management

#### Medicine & Technology
- Intensive Care Ultrasound Imaging
- National health/ mammography
- Trauma surgery
- Reanimation
- Imaging
- IT-Systems + artificial intelligence
- Endoscopy
- Imaging
- Interventional systems
- Anesthesia
- Surgery
- Interventional systems
- Female health/mammography

#### 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

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Editorial deadline for all features in the newsletter: 10 working days before the dispatch date of the booked newsletter with Supplement (s. S. 10)

### TRADE FAIR FOCUS

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### TOPICS

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<td>Imaging techniques CT/MRI X-ray, IT-Systems and artificial intelligence</td>
<td>Decision-making support systems Discharge management Big Data Networking</td>
<td>Hygiene management Outbreak management Hygiene of skin and hands</td>
<td>Energy efficiency Hospital construction Networked building technology</td>
<td>Personalized medical care Biomarker</td>
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<tr>
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<td>Political frameworks and their effect</td>
<td>Personnel + training</td>
<td>Op-preparation OP equipment Anesthesia Ultrasound</td>
<td>- in Care Workplace systems Digital platforms IT-Security</td>
<td>Washroom hygiene Disinfection Processing and sterile supply Sterilization: Machines, tools, processes</td>
<td>Renovation of existing buildings Flexible hospitals Optimized use of space</td>
<td>Clinical chemistry Laboratory IT</td>
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<tr>
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<td>Political frameworks and their effect</td>
<td>Employer branding</td>
<td>Imaging Interventional systems Gynecology/mammographie Orthopedics</td>
<td>Digital communication Solutions Exchange of health data (EID) OP-management</td>
<td>Reprocessing of instruments Water filter Skin and hands Surface disinfection</td>
<td>Floors, light, colours Building information modeling Virtual reality planning</td>
<td>Laboratory automation Laboratory technology Automation POCT</td>
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<td>Political frameworks and their effect</td>
<td>Mobile scheduling + optimize processes</td>
<td>CT/MRI X-ray Ultrasound Image reproduction systems IT-Systems and artificial intelligence</td>
<td>Interventional systems Reanimation Anesthesia</td>
<td>Nosocomial infections Hygiene monitoring Use of antibiotics</td>
<td>Infections of drinking water Hand disinfection Surface disinfection</td>
<td>Regenerative energy sources Bathroom equipment and sanitary facilities</td>
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### Media Guide

M&amp;K kompakt ist das regelmäßige Supplement von Management & Krankenhaus – zu besonderen Themen oder Events.

- **TOPICS**
  - **Health Policy**
    - Political frameworks and their effect
  - **Health Economics**
    - Financing + insurance
  - **Medicine & Technology**
    - Imaging techniques CT/MRI X-ray, IT-Systems and artificial intelligence
  - **IT & Communication**
    - Decision-making support systems Discharge management Big Data Networking
  - **Hygiene**
    - Hygiene management Outbreak management Hygiene of skin and hands
  - **Building, Furnishing, Supplies**
    - Energy efficiency Hospital construction Networked building technology
  - **Laboratory & Diagnostics**
    - Personalized medical care Biomarker

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**TRADE FAIRS**

- **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 DVTB Mannheim, 12.–13.10.2023
  - DGHM-Jahrestagung Lübeck, 18.–20.09.2023
  - Freiburger Infektioiologie- und Hygienekongress Freiburg, 11.–13.10.2023
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**TOPICS**

- **Health Policy**
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- **Health Economics**
  - Financing + insurance
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  - Imaging techniques CT/MRI X-ray, IT-Systems and artificial intelligence
- **IT & Communication**
  - Decision-making support systems Discharge management Big Data Networking
- **Hygiene**
  - Hygiene management Outbreak management Hygiene of skin and hands
- **Building, Furnishing, Supplies**
  - Energy efficiency Hospital construction Networked building technology
- **Laboratory & Diagnostics**
  - Personalized medical care Biomarker
Prices & Formats

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

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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

Inremen-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

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Presentation on www.PRO-4-PRO.com

Advertisements by millimetre (Price per single column/50 mm)²

| Advertisements (minimal height 80 mm/1 column) | € 11.00/mm |
| Job ads 4c (minimal height 80 mm/1 column)    | see page 15 |

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

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Payment within 30 days without deduction.

Bank details:
J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE5501108006161517443
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.
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
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

<table>
<thead>
<tr>
<th>Outline</th>
<th>M&amp;K MAIN ISSUE</th>
<th>M&amp;K kompakt</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Basic</td>
<td>Advanced</td>
</tr>
<tr>
<td>Design in the look &amp; feel of a M&amp;K article with customer’s individual content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Editorial consulting: benefit from the expert knowledge of our editors – they will be pleased to help you with the production of your content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online publication until further notice (online layout, tags, links to customer’s website; video Integration possible)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>€ 4,850</td>
<td>€ 7,950</td>
</tr>
</tbody>
</table>

*For legal reasons, we have to insert the word Advertorial above the article.
Special Advertising
M&K Main Issue

**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**

**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.

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### 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 (4 columns)
- € 3,300

**2/5 Page landscape**
- Width: 215 mm
- Height: 114 mm (4 columns)
- € 2,200

**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
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

<table>
<thead>
<tr>
<th>Copies</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>25,000</td>
</tr>
<tr>
<td>Subscription</td>
<td>2,673</td>
</tr>
<tr>
<td>Controlled circulation, Trade Shows</td>
<td>24,850</td>
</tr>
<tr>
<td>Total Circulation</td>
<td>24,950</td>
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Geographical distribution

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<thead>
<tr>
<th>%</th>
<th></th>
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</thead>
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<tr>
<td>Austria</td>
<td>3.68</td>
</tr>
<tr>
<td>Switzerland</td>
<td>2.62</td>
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<tr>
<td>Germany</td>
<td>93.53</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>0.05</td>
</tr>
<tr>
<td>Others</td>
<td>0.12</td>
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</tbody>
</table>

Postcode distribution

<table>
<thead>
<tr>
<th>%</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Postal zone 0</td>
<td>6.4</td>
</tr>
<tr>
<td>Postal zone 1</td>
<td>6.3</td>
</tr>
<tr>
<td>Postal zone 2</td>
<td>8.2</td>
</tr>
<tr>
<td>Postal zone 3</td>
<td>10.8</td>
</tr>
<tr>
<td>Postal zone 4</td>
<td>12.5</td>
</tr>
<tr>
<td>Postal zone 5</td>
<td>12.8</td>
</tr>
<tr>
<td>Postal zone 6</td>
<td>9.2</td>
</tr>
<tr>
<td>Postal zone 7</td>
<td>9</td>
</tr>
<tr>
<td>Postal zone 8</td>
<td>9.8</td>
</tr>
<tr>
<td>Postal zone 9</td>
<td>8.5</td>
</tr>
<tr>
<td>Abroad</td>
<td>6.5</td>
</tr>
</tbody>
</table>

Analysis of recipients according to the professional function

<table>
<thead>
<tr>
<th>%</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative directors</td>
<td>11.67</td>
</tr>
<tr>
<td>Commercial management</td>
<td>1.57</td>
</tr>
<tr>
<td>Medical management</td>
<td>7.58</td>
</tr>
<tr>
<td>Technical management</td>
<td>1.83</td>
</tr>
<tr>
<td>Human resources</td>
<td>1.04</td>
</tr>
<tr>
<td>Medical leadership</td>
<td>42.97</td>
</tr>
<tr>
<td>Nursing leadership</td>
<td>6.37</td>
</tr>
<tr>
<td>Pharmacy managers</td>
<td>0.58</td>
</tr>
<tr>
<td>Hygiene specialists</td>
<td>2.14</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>0.84</td>
</tr>
<tr>
<td>Laboratory management</td>
<td>0.86</td>
</tr>
<tr>
<td>Waste disposal and environmental officers</td>
<td>1.07</td>
</tr>
<tr>
<td>Quality management</td>
<td>3.38</td>
</tr>
<tr>
<td>Marketing/sales/administration</td>
<td>5.76</td>
</tr>
<tr>
<td>Purchasing</td>
<td>1.01</td>
</tr>
<tr>
<td>Data processing</td>
<td>1.44</td>
</tr>
<tr>
<td>Other functions</td>
<td>9.89</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixel</td>
<td>€ 1,750 / month, run of site*</td>
</tr>
<tr>
<td>Wide Skyscraper**</td>
<td>160 x 600 Pixel</td>
<td>€ 1,975 / month, run of site*</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
<td>€ 1,920 / month, run of site*</td>
</tr>
</tbody>
</table>

*"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 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)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Impressions/ Month</td>
<td>138,300</td>
</tr>
<tr>
<td>Visits/ Month</td>
<td>97,670</td>
</tr>
</tbody>
</table>

Mean values from the 1st half of 2022

See next page for technical specifications

**Deadline for paid content portal:**

7 working days before publication
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

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>468 x 60 Pixel</td>
<td>€ 1,055</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixel</td>
<td>€ 1,875</td>
</tr>
<tr>
<td>Feature Newsletter</td>
<td>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</td>
<td>€ 1,135</td>
</tr>
</tbody>
</table>

**Combo offer:** Feature on website + newsletter € 2,500

**Event announcement:**
name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link € 485

**Job advertisement:**
description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link € 520

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

---

**Feature Advertisement**

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

---

**Medium Rectangle**

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

€ 1,875

---

**Full Banner**

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

€ 1,055

---

**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
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

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

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

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
P.O. Box No. fee € 10 € 3.15/mm

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

Print Special Prices
### Company presentation
- **6 Months / price €:** 500, one-time-fee
- **12 Months / price €:**

### Product entry
- **Price:** 335

### Refresher
- **Price:** 295

### Package deals

<table>
<thead>
<tr>
<th>Package</th>
<th>Runtime</th>
<th>12 Months / price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro Package</td>
<td>4 Product presentations</td>
<td>1,775</td>
</tr>
<tr>
<td>Premium Package</td>
<td>8 Product presentations</td>
<td>3,280</td>
</tr>
<tr>
<td>Business Flat</td>
<td>all your product texts that you send us within 12 months</td>
<td>5,315</td>
</tr>
</tbody>
</table>

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**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

**The Product Portal for Lead Generation**
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:

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

Pricing

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

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   (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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   (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 com- panies 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 materials (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 licencees 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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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 media advertising regulations.

7. Wiley will support the Customer’s Online Ad 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 card 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. 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 Printing 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 Printing Advertising after the Materials Due Date, Wiley makes no representations that Printing Advertising will be published and the Customer will have no claim against Wiley for credit or repudiation in the event of non-publication or, if the Printing Advertising is published in another manner or format than as set out in the Booking Confirmation.

9. Customer must submit Printing 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 graphics or html file that comprises the Online Advertising in accordance 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 within the Booking Confirmation. Any ‘impression goal’ or the like provided are non-binding. Online Ad- vertising described in the Booking Confirmation as ‘100% sponsorship’ 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 tagged as registration banner. 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 that is created by or on behalf of the Customer) will be within the Booking Confirmation and approved by email. Wiley Online Library will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or Wiley’s or a Wiley approved or banking or obscurity, or any other relevant or law regarding 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 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 enforce- ment officials or other mischievous, misleading, deceptive or destructive, and does not promote, advocate or support terrorism, terrorism-related, or similar to the foregoing;
   (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user’s computer, promote programs which compromise or provide incentives to users for clicking ads or offers, performing searches, surf 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 image or name of any living person in any Adver- tising.

17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertising will be confirmed 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 Ad- vertising 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 Wiley media agency ordering or placing advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertising):
   (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 Or- der 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 amend or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charge- ed 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 deli- very.

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 fulfillment.

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.

27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.

28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation.

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GENERAL TERMS
29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporate or other legal entity, passes a resolution for administration; winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
(a) cancel any provision of credit to Customer;
(b) require any pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolveny event has ceased to occur;
(c) cease publication of further Advertising or terminate an agreement for Advertising;
(d) withhold any discounts or rebates previously granted to the Customer; or
(e) exercise any other rights at law or equity.

30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg, GST registration, W9 form) as noted by Wiley. Please note that Wiley is unable to accept any PO Box address.

31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, customs duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.

32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.

33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley’s remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.

34. Wiley excludes all implied conditions and warranties from these Terms, apart from any condition or warranty which cannot be excluded by the operation of law. Wiley limits its liability for any breach of any non-excludable condition or warranty, at Wiley’s option, to the re-supply of the Advertising or Reprint or the payment of the cost of the replacement Advertising or Reprint.

35. Customer will indemnify Wiley and its officers, employees, contractors and agents against any costs, expenses (including reasonable attorney’s fees), losses, damages and liability suffered or incurred by them arising from the Customer’s breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising or use of the Reprints.

36. Wiley will not be liable for any delay or failure to publish Advertising or to deliver Reprints caused by a factor outside Wiley’s reasonable control (including, without limitation, war; civil disorder; strike; flood; fire; storm; accident; terrorism; governmental restriction; infectious disease; epidemic; pandemic; public health emergency; embargo; power, telecommunications or Internet failures; damage to or destruction of any network facilities; the enactment of any law, executive order, or judicial decree; or any other circumstance beyond Wiley’s control whether similar or dissimilar to the foregoing).

37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley’s publications, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer’s personal data, including storing, transferring and using data outside of the country of the Customer’s residence, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing Customer’s personal data. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley’s Privacy Policy located at: www.wiley.com/privacy.

38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.

39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.

40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of laws rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.
Contact

Management & Krankenhaus · Boschstr. 12 · 69469 Weinheim · Germany · Team-E-Mail: mk@wiley.com
Reader service: wileygit@vuservice.de · Tel.: 06123/9238-246 · Fax: 06123/9238-244

Media Consultants

Bettina Willnow
Head of Sales
Tel.: +49 (0) 172 3999 829
bettina.willnow@wiley.com

Jörg Wüllner
Commercial Manager
Tel.: +49 (0) 152 2258 4972
jwuellner@wiley.com

Editorial

Ulrike Hoffrichter M.A.
Editor in Chief/
Product Management
Tel.: +49 (0) 6201 606 723
ulrike.hoffrichter@wiley.com

Dr. Jutta Jessen
Editor Print and Online
Tel.: +49 (0) 6201 606 726
jutta.jessen@wiley.com

Carmen Teutsch
Editor Print and Online
Tel.: +49 (0) 6201 606 238
carmen.teutsch@wiley.com

Christiane Rothermel
Assistant
Tel.: +49 (0) 6201 606 746
christiane.rothermel@wiley.com

Sales Representative

Dr. Ralf Schlichting
Online Business Manager
Tel.: +49 (0) 6201 606 749
ralf.schlichting@wiley.com

Dr. Michael Leising
Tel.: +49 (0) 3603 893 565
leising@leising-marketing.de

Order Management

Silvia Edam
Tel.: +49 (0) 6201 606 570
silvia.edam@wiley.com

Reader service:
wileygit@vuservice.de
Tel.: 06123/9238-246
Fax: 06123/9238-244
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Publisher:
Wiley-VCH GmbH
Boschstrasse 12
69469 Weinheim

Tel.: +49 (0) 6201 606 0
Fax: +49 (0) 6201 606 791
E-Mail: mk@wiley.com
Internet: www.management-krankenhaus.de
www.wiley-vch.de
www.wiley.com

For more information visit:
corporatesolutions.wiley.com