

WILEY



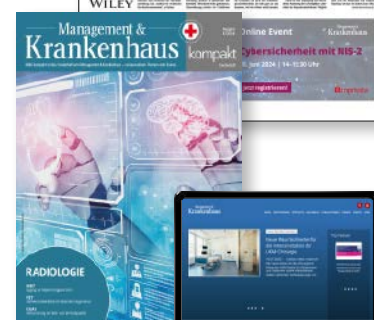
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2025 Media Guide

Management & Krankenhaus

Your No. 1 for Healthcare

www.management-krankenhaus.de



Management & Krankenhaus

Management & Krankenhaus: the leading trade newspaper in online and print for managers and professionals

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.

The circulation from Management & Krankenhaus has the widest market distribution in this industry. The b2b "management-krankenhaus.de" portal and the printed edition reach 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.

Our readers are your decision makers:

M&K: 28.000 recipients

Social-Media: 35.200 , thereof LinkedIn with 16,700 followers

Newsletter: 21.740 recipients

www.management-krankenhaus.de: 78,400 unique readers, 107,000 page impressions, 55% visit M&K via the smartphone

Total digital reach per month: approx. 143,000

All figures per month on average

** Status: 05/2025*

Overview

Publication Frequency
monthly, incl. 3 double issues

Volume
Vol. 44, 2025

Print run
Ø 28,000 – For circulation mix Print/e-Paper per quarter see ivw.de



Membership
IVW

Publishing Director
Steffen Ebert

Editorial + Product Management
Ulrike Hoffrichter

Advertising
Bettina Willnow

Director Sales
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


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Dates & Contents

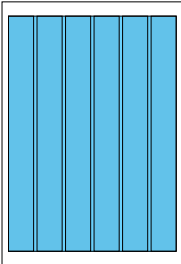
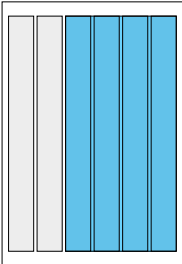
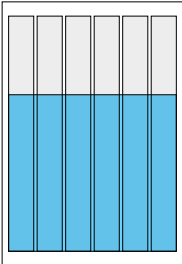
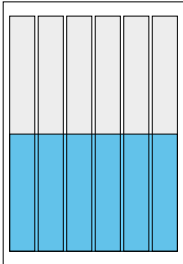
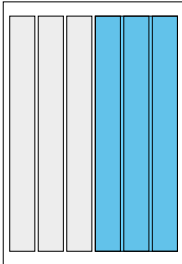
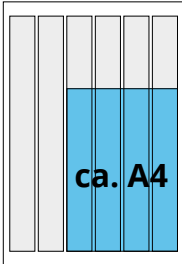
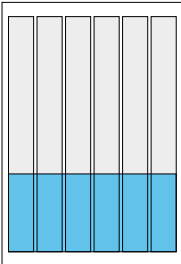
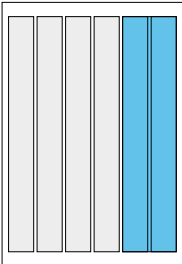
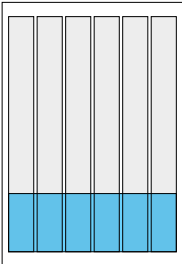
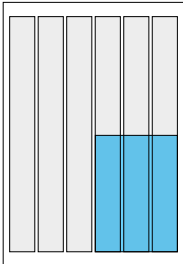
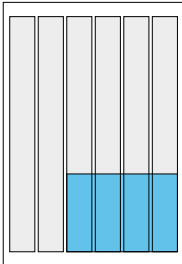
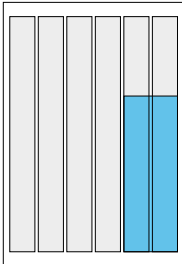
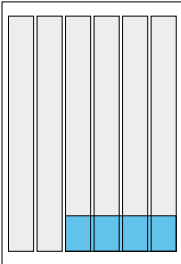
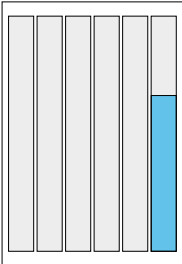
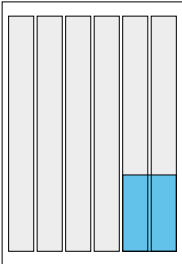
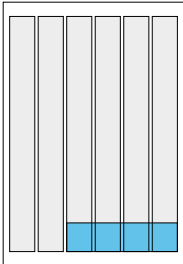
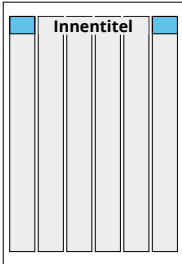
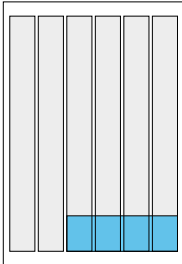
Issues	1-2 January / February	3 March	4 April	5 May	6-7 June
Publishing date	05.02.2025	05.03.2025	02.04.2025	07.05.2025	18.06.2025
Advertising deadline	10.01.2025	07.02.2025	07.03.2025	04.04.2025	16.05.2025
Editorial deadline	20.12.2024	29.01.2025	26.02.2025	26.03.2025	07.05.2025
Editorial deadline paid content in M&K	06.12.2024	24.01.2025	21.02.2025	21.03.2025	02.05.2025
Newsletter „Die neue M&K ist da“	04.02.2025 —Management &— Krankenhaus	04.03.2025 —Management &— Krankenhaus	01.04.2025 —Management &— Krankenhaus	06.05.2025 —Management &— Krankenhaus	17.06.2025 —Management &— Krankenhaus
Newsletter M&K Publishing date	21.01.2025 11.02.2025 25.02.2025	11.03.2025 25.03.2025	08.04.2025 29.04.2025	13.05.2025 27.05.2025	10.06.2025 15.07.2025
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 medAmbiente	M&K kompakt Radiologie	
MAIN TOPICS	Green Hospital	Point of Care	Klinik-IT zur DMEA	Hygiene	OP-Management
TRADE FAIR FOCUS	Symposium Intensivmedizin + Intensivpflege, Bremen, 12.–14.02.2025	Kongress der Deutschen Gesellschaft für Endoskopie und Bildgebende Verfahren Würzburg, 19.–21.03.2025	DMEA Berlin, 08.–10.04.2025	Hygiene aktuell – Tagung der DGKH Essen, 16.–17.05.2025	Hauptstadtkongress Medizin und Gesundheit Berlin, 25.–27.06.2025
TRADE FAIRS	BAU München, 13.–17.01.2025	ECR Wien, 26.02.–02.03.2025	Jahrestagung der DGK Mannheim, 23.04.–26.04.2025	med.Logistica Leipzig, 06.–07.05.2025	Jahrestagung der Deutschen Gesellschaft für Pathologie Leipzig, 12.–14.06.2025
	ProCare Hannover, 11.–12.02.2025	Digitales Krankenhaus Leipzig, 05.–06.03.2025	Deutscher Krankenhaus- Controller-Tag Neuss, 29.–30.04.2025	Deutscher Wundkongress/ Bremer Pflegekongress Bremen, 07.–09.05.2025	Kongress Krankenhaus- führung und digitale Transformation Düsseldorf, 01.–03.07.2025
	Endoprothetikongress Berlin, 13.–15.02.2025	ISH Frankfurt, 17.–21.03.2025	Kongress der DGIM Wiesbaden, 03.–06.05.2025	REHAB Karlsruhe, 22.–24.05.2025	
	Bundeskongress Chirurgie Nürnberg, 21.–22.02.2025	Deutscher Interdisziplinärer Notfallmedizin Kongress (DINK) Koblenz, 20.–21.03.2025		CMS Berlin, 23.–26.05.2025	
		Kongress der Deutschen Gesellschaft für Chirurgie München, 26.–28.03.2025		Deutscher Röntgenkongress Wiesbaden, 28.–30.05.2025	
				DSAG-Infotage Healthcare Wiesbaden, 28.–30.05.2025	
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 · Care in the clinic	· Energy efficiency · Mobile scheduling · optimize processes	· Security + risk management	· Personnel + training	· Financing + insurance
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 · Communication solutions	· IT-Infrastructure · E-recipe · Messenger service · Artificial intelligence	· Trends in digital healthcare · Interoperability · IT-Security · Patient Portals	· Artificial intelligence · Workplace safety · Data security · Digital health applications	· Cloud solutions · Digital communication solutions · IT-Infrastructure · Cyber security
Hygiene	· Hygiene of skin and hands · Surface disinfection · Surveillance · Washroom hygiene	· Nosocomial infections · Reprocessing · Disinfection · Infections of drinking water	· MRE · Antibiotic stewardship · Room Hygiene	· Wound management · Nosocomial infections · Filter technology	· Machine Reprocessing · Disinfection · Infections of drinking water · Mechanical surface cleaning
Building, Furnishing, Supplies	· Kitchen + catering · Monitoring systems · Digital construction solutions	· Smart building · Energy and building services	· 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 · Dementia Diseases	· Laboratory market Germany · Laboratory technology	· Molecular diagnostics · Biomarker	· Central laboratory · Point of care	· Automation for laboratories · Digital pathology

Dates & Contents

Issues	8–9 August / September	10 October	11 November	12 December
Publishing date	03.09.2025	01.10.2025	05.11.2025	03.12.2025
Advertising deadline	08.08.2025	05.09.2025	10.10.2025	07.11.2025
Editorial deadline	30.07.2025	28.08.2025	01.10.2025	28.10.2025
Editorial deadline paid content in M&K	25.07.2025	23.08.2025	26.09.2025	17.10.2025
Newsletter „Die neue M&K ist da“	02.09.2025 —Management &— Krankenhaus	30.09.2025 —Management &— Krankenhaus	04.11.2025 —Management &— Krankenhaus	02.12.2025 —Management &— Krankenhaus
Newsletter M&K Publishing date	12.08.2025 09.09.2025 23.09.2025	07.10.2025 21.10.2025	11.11.2025 25.11.2025	09.12.2025
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 Hygiene		
MAIN TOPICS	Klinik-IT	Labor & Diagnostik	Hygiene	
TRADE FAIR FOCUS		Freiburger Infektiologie- und Hygienekongress, 08.–10.10.2025	Medica Düsseldorf, 17.–20.11.2025	
TRADE FAIRS	Jahreskongress der DGAI Kassel, 17.–19.09.2025	DKLM - Jahrestagung der DGKL und Fachtagung für Biomedizinische Analytik des DVTA Leipzig, 23.–24.10.2025	Bundeskongress Deutscher Pathologen Berlin, 22.–23.11.2025	Beschaffungskongress der Krankenhäuser Berlin, 01.–02.12.2025
	Rehacare Düsseldorf, 17.–20.09.2025	ConSozial Nürnberg, 22.–23.10.2025	RSNA Chicago, 30.11.–04.12.2025	Kongress der Deutschen Interdisziplinären Vereinigung für Intensiv- und Notfallmedizin Hamburg, 03.–05.12.2025
	DGHM-Jahrestagung Jena, 22.–24.09.2025	Deutscher Kongress für Orthopädie und Unfallchirurgie Berlin, 28.–31.10.2025	Deutscher Wirbelsäulenkongress Berlin, November 2025	Klinisch-Mikrobiologisch- Infektiologisches Symposium Berlin, 04.–06.12.2025
	Kongress der DGSV Kassel, 30.09.–02.10.2025			
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	· Financing + insurance · Personnel + training	· Energy + sustainability	· Mobile scheduling + optimize processes	· Purchasing + logistics
Medicine & Technology	· Imaging techniques · CT/MRI/ X-ray · IT-Systems and artificial intelligence	· Imaging · Interventional systems · Gynecology/mammographie · Orthopedics	· CT/MRI/ X-ray · Ultrasound Image reproduction systems · IT-Systems and artificial intelligence	· Interventional systems · Resuscitation · Anaesthesia · Climate + environmental medicine
IT & Communication	· Decision-making support systems · Discharge management · Big Data · Networking	· Digital communication Solutions · Exchange of health data (ISiK) · OP-management	· HIS RIS PACS · IT-Infrastructure · Mobile health · IT-security in the KRITIS sector	· Telemedicine · Connectivity · Telematics infrastructure
Hygiene	· Washroom hygiene · Disinfection · Hygiene of skin and hands · Digital hygiene management	· Sustainability in hygiene · Water filter · Processing and sterile supply · Disinfection	· Nosocomial infections · Hygiene monitoring · Antibiotic stewardship	· Reprocessing of instruments · Hand disinfection · Surface disinfection
Building, Furnishing, Supplies	· 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	· Renewable energy sources · Bathroom and sanitary facilities
Laboratory & Diagnostics	· Personalized medical care · Biomarker · Laboratory IT	· Laboratory automation · Infection diagnostics	· Laboratory technology · Automation · POCT	· Central laboratory · Trends in laboratory diagnostics

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) € 10,765	2/3 Page portrait Width: 215 mm Height: 455 mm (4 columns) € 8,760	2/3 Page landscape Width: 325 mm Height: 303 mm (6 columns) € 8,760	1/2 Page landscape Width: 325 mm Height: 225 mm (6 columns) € 8,250	1/2 Page portrait Width: 160 mm Height: 455 mm (3 columns) € 8,250	1/2 Page Corner Width: 215 mm Height: 303 mm (4 columns) € 8,250
					
1/3 Page landscape Width: 325 mm Height: 149 mm (6 columns) € 5,470	1/3 Page portrait Width: 105 mm Height: 455 mm (2 columns) € 5,470	1/4 Page landscape Width: 325 mm Height: 114 mm (6 columns) € 4,990	1/4 Page classic Width: 160 mm Height: 227 mm (3 columns) € 4,990	1/5 Page landscape Width: 215 mm Height: 152 mm (4 columns) € 4,365	1/5 Page portrait Width: 105 mm Height: 303 mm (2 columns) € 4,365
					
1/10 Page landscape Width: 215 mm Height: 74 mm (4 columns) € 2,545	1/10 Page portrait Width: 50 mm Height: 303 mm (1 columns) € 2,545	1/10 Page classic Width: 105 mm Height: 149 mm (2 columns) € 2,545	1/12 Page landscape Width: 215 mm Height: 57 mm (4 columns) € 2,280	Title corner Width: 50 mm Height: 35 mm (1 columns) € 805	Title page Width: 215 mm Height: 94 mm (4 columns) € 5,560
					

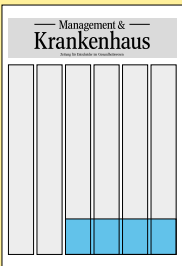
Further formats and island advertisements are charged by the millimeter. Details of minimum and maximum formats on page 6.

Advertisements
by millimetre³
(Price per single column/50 mm)

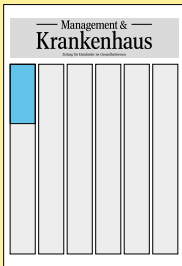
Standardposition € 12.00/mm
Job ads (4c) see page 17

Premium-
Positions

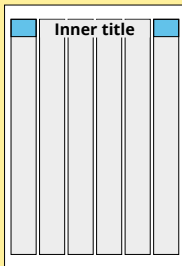
Title page, Footer
Width: 215 mm
Height: 94 mm
(4 columns)
€ 5,560



Title page, Newsflow
Width: 50 mm
Height: 116 mm
(1 column)
€ 1,895



Title corner
Width: 50 mm
Height: 35 mm
(1 column)
€ 805



Prices & Formats

Preferred Positions	Width / Height (mm)	Price €
Title page ¹	215 x 94	5,560
Postcards ²		560

Loose inserts ³	Weight	
	up to 20 g	325
	per additional 5 g	6.85

BusinessPartner (105 x 59 mm w x h)	
3 Advertisements	810
6 Advertisements	1,245
10 Advertisements	1,850

Presentation on www.PRO-4-PRO.com

Advertisements by millimetre

(Price per single column/50 mm)³

Advertisements (minimal height 80 mm/1 column)	€ 12.00/mm
Job ads 4c (minimal height 80 mm/1 column)	see page 17

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 2024 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: € 560 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

The delivery quantity and delivery address
as well as the delivery date are stated
on 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	€ 4,990	€ 8,250	€ 10,765	€ 2,600	€ 4,365	€ 8,250

*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: € 8,840

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: € 9,880

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 are special issues of Management & Krankenhaus in print and online version. Its readers are all managers and users in in-patient facilities, who are involved in investment decisions and process copies (see page 2). optimization.

As stated in its title M&K kompakt reports compactly, precisely and succinctly on the key points of medAmbiente; Hygiene, Labor & Diagnostik, Radiologie.

The print run is iwv-approved.

The print version and www.management-krankenhaus.de reach the highest number of readers in in-patient healthcare throughout the whole of Germany.



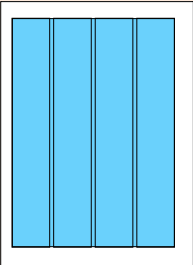
M&K kompakt-Issues	M&K kompakt medAmbiente*	M&K kompakt Radiologie	M&K kompakt Hygiene
Publishing date	02.04.2025	07.05.2025	01.10.2025
Advertising deadline	28.02.2025	28.03.2025	29.08.2025
Editorial deadline paid content M&K kompakt	19.02.2025	18.03.2025	20.08.2025
Editorial deadline	07.02.2025	07.03.2025	08.08.2025
TRADE FAIRS	DMEA Berlin, 08.–10.04.2025	Deutscher Röntgenkongress Wiesbaden 28.–30.05.2025	Freiburger Infektiologie- und Hygienekongress Freiburg, 08.–10.10.2025
	Altenpflege Nürnberg, 08.–10.04.2025		
	* With additional circulation: architecture and engineering offices, nursing homes		

Formats + Prices

1/1 Page

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

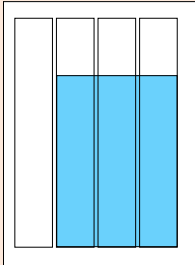
€ 8,250



1/2 Page Corner

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

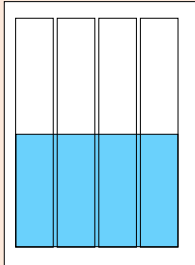
€ 4,990



1/2 Page landscape

Width: 215 mm
Height: 152 mm
(4 columns)

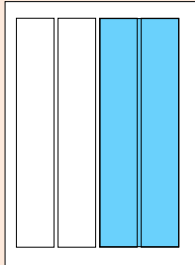
€ 4,565



1/2 Page portrait

Width: 105 mm
Height: 303 mm
(2 columns)

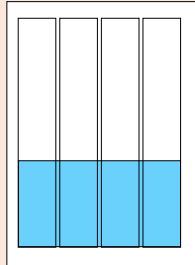
€ 4,565



2/5 Page landscape

Width: 215 mm
Height: 114 mm
(4 columns)

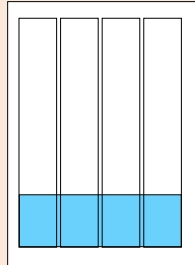
€ 3,430



1/4 Page landscape

Width: 215 mm
Height: 74 mm
(4 columns)

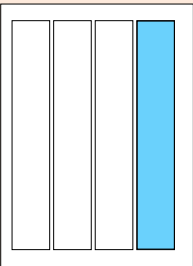
€ 2,600



1/4 Page portrait

Width: 50 mm
Height: 303 mm
(1 column)

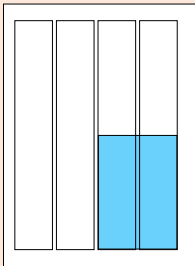
€ 2,600



1/4 Page classic

Width: 105 mm
Height: 149 mm
(2 columns)

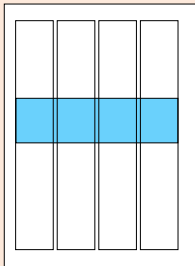
€ 2,600



1/5 Page landscape

Width: 215 mm
Height: 57 mm
(4 columns)

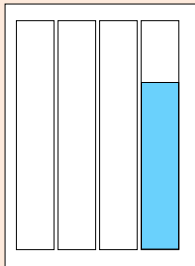
€ 2,285



1/5 Page portrait

Width: 50 mm
Height: 224 mm
(1 column)

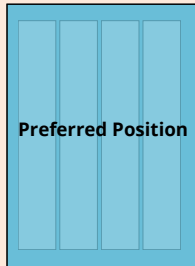
€ 2,285



Inside front/back page

Width: 240 mm
Height: 330 mm
+ 3 mm bleed

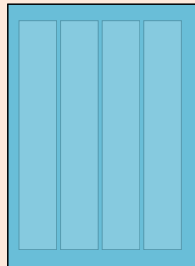
€ 9,670



Title page

Width: 240 mm
Height: 267 mm
+ 3 mm bleed

€ 11,845



Preferred Position



© Photographic.eu - stock.adobe.com

„medAmbiente“ and „Bauen, Einrichten & Versorgen/medAmbiente“

The special issue M&K kompakt „medAmbiente“ is aimed in particular at decision-makers and responsible experts in senior and care facilities, their sponsors, as well as planners, architects and companies from industry and trade.

The contents of medAmbiente deal with decisive design trends and furnishing concepts as well as modern services. The focus is on questions of

contemporary furnishing and design of care and senior facilities. In addition, topics such as architecture and interior design, management and the care market, design with light, color and new materials, interior design and accessibility, outdoor facilities and recreational areas, digital care and orientation systems are discussed. Also appearing are articles on dementia and its impact on design in short- and long-term care facilities.

Issues	M&K kompakt medAmbiente April
Publication date	02.04.2025
Advertising deadline	28.02.2025
Editorial deadline	07.02.2025
TRADE FAIR FOCUS	BAU München, 13.-17.01.2025
	Altenpflege Nürnberg, 08.-10.04.2025
	DMEA Berlin, 8.-10.04.2025
FOCUS	Floor + Ceiling + Wall Light + Colour IT & Digital Care
With additional circulation: architecture and engineering offices, nursing homes	

Analysis

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

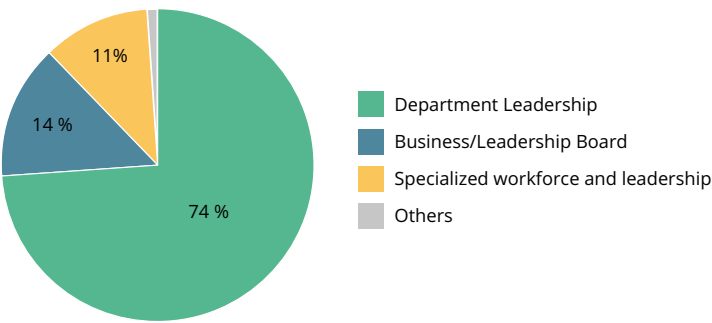
The readers of **Management & Krankenhaus** are senior and mid-level managers.

Management & Krankenhaus is not only read in Germany. It also serves an audience in Austria (around 628 readers), Switzerland (around 384 readers), and the Netherlands (around 26 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	21,667
Subscription	2,878
Trade Shows	538
Alternating Mail	12,503
Archive	30
ePaper	11,592

Geographical distribution	%
Germany	93.53
Austria	3.68
Switzerland	2.62
Netherlands	0.15
Others	0.02

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	€ 2,050 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,950 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,850 / 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 (300 x 250 px)

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 ***€ 1,680** six months in the portals database

Combo offer: Feature on Portal + Newsletter **€ 2,850**

*in a rotation scheme with five other Top Feature Stories.

The text must be formulated objectively and is subject to valid 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 **€ 1,100 / 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 **€ 1,100 / 6 months**

Accesses to the website (Plausible)

Page Impressions/Month	125,000
Visits/Month	95,500

Mean values from the 1st half of 2024

See next page for technical specifications

Deadline for paid content portal:

7 working days before publication

The text must be formulated objectively and is subject to valid editorial criteria.

Desktop

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	€ 1,100
Medium Rectangle	300 x 250 Pixel	€ 1,950
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	€ 1,320

Copy deadline for all features in the newsletter no later than 10 working days before the dispatch date of the booked newsletter

The text must be formulated objectively and is subject to valid editorial criteria.

Combo offer: Feature on website + newsletter € 2,850

Event announcement:
name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link € 510

Job advertisement:
description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link € 550

Full banner and medium rectangle delivery no later than 7 days before the dispatch date of the booked newsletter.

Newsletter Key Figures 2024/2025

Number of recipients (DOI)	21,740
Open Rate (MV)	12.49 %
Unique Open Rate	8.85 %
Click-to-Open Rate	29.41 %
Click Through Rate (MV)	2.68 %

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.

Newsletter on LinkedIn

Circulation: weekly

Webcast

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

Management &
Krankenhaus

Hallo liebe Leserinnen und Leser,

allein 40 % aller Demenzzfälle und 90 % aller Schlaganfälle wären vermeidbar. Dennoch steigt weltweit die Krankheitslast von neurologischen Krankheiten – verstärkte Anstrengungen in Sachen Prävention sind also dringend erforderlich. Der internationale „World Brain Day“ am 22. Juli lenkte den Fokus auf den viel zu hohen Zuckerkonsum. Denn er schädigt die **Hirngesundheit**.

Unsere heutigen Features:

- **Docstr:** Sommer, Sonne, Sorgenfrei: Strategische Personallösungen für die Urlaubszeit
- **D-Trust:** Ab Juli 2025 Pflicht: TI für Pflegeeinrichtungen

Herzliche Grüße senden



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

Bleiben Sie informiert mit management-krankenhaus.de, [LinkedIn](#), [Xing](#) oder [X](#).
Suchen Sie etwas Bestimmtes? Werden Sie fündig in unserem [Archiv](#) oder [Archiv "M&K kompakt"](#).


Vielseitige Zutrittslösungen [MEHR INFO](#)

Full Banner
€ 1,100

Features


-Hintergrund-
Sommer, Sonne, Sorgenfrei:
Strategische Personallösungen
für die Urlaubszeit
05.06.2024 - Ihr Rettungsplan für den Sommer:
Nahtlose Patientenversorgung mit DOCSTR

Feature
€ 1,320



Medium Rectangle
€ 1,950


IT & Kommunikation
Ab Juli 2025 Pflicht: TI für
Pflegeeinrichtungen
11.07.2024 - Für den TI-Anschluss
Pflegeeinrichtungen zwei Chipkarten
sogar refinanziert werden.

Exclusive access to your customers
Single Sponsored Newsletter
5,975 €

Do you know our Youtube-Channel?
www.youtube.com/@management-krankenhaus

Nutzen Sie unsere e-Talks für Ihre Präsentation

Thema: Cyber-Sicherheit

Sprache: deutsch

Zielgruppe: Unternehmensleiter,
Verwaltungsleiter, Medizinische Leitung,
IT-Leiter, IT-Sicherheitsbeauftragter,
Technische Leitung, Einkaufsleiter

April 2025

Coming Soon**Thema: KI in der Medizin**

Sprache: deutsch

Zielgruppe: Chefarzte, Ärzte,
Assistenzärzte, AnbieterOktober
2025**Thema: Das Klinikzimmer der Zukunft
Healing Architecture/Healing Environment**

Sprache: deutsch

Zielgruppe: Krankenhausarchitekten,
Innenarchitekten, Unternehmensleitung
Klinik, Ärztliche Leiter, Pflegeleiter

Juni 2025

**Thema: Green Hospital,
Umweltbilanz verbessern**

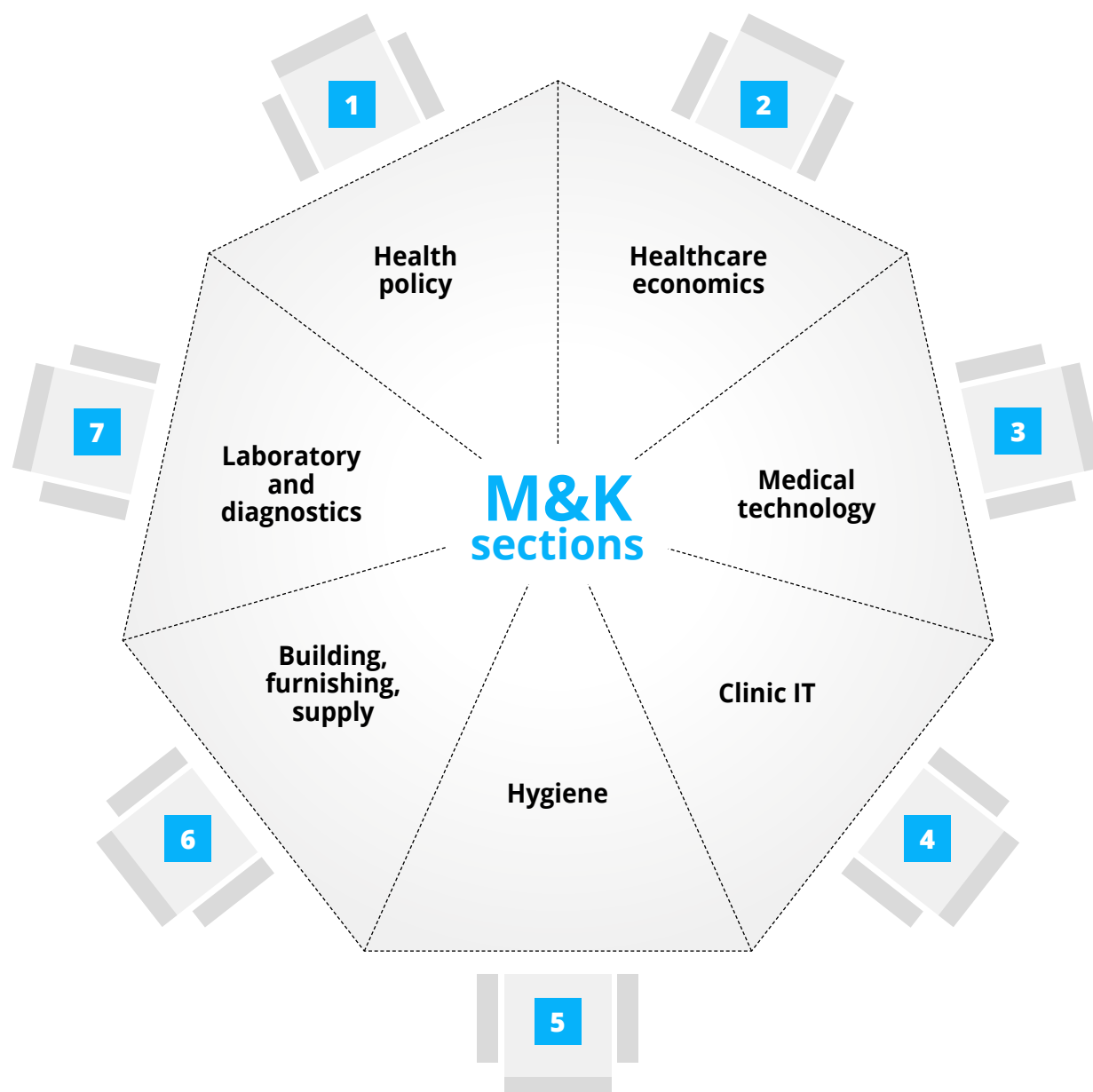
Sprache: deutsch

Zielgruppe: Tech. Leitung,
Beauftragte für Abfallentsorgung,
Umweltschutz, EinkaufNovember
2025**Thema: Bildgebende Verfahren**

Sprache: deutsch

Zielgruppe: Radiologen, Ultraschall-
anbieter, Anbieter von BildgebungSeptember
2025

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, Climate manager, Housekeeping management, Kitchen management, Site manager and Head of personnel management

7 Laboratory and diagnostics

Laboratory management & IT management

Job Advertisements

Get attention from more
than 106,400 decision makers
& users in German clinics

Combine print and
online for optimal reach
**28,000 M&K readers +
78,400 website visits**

smart
combination

Crossmedia Package

1. 1/4 page print ad + online (30 days) **€ 1,715**
2. 1/2 page print ad + online (30 days) **€ 2,965**
3. SPECIAL Package:
3 x 1/4 page print ad + online (30 days)
+ 1 portrait of company or clinic **€ 4,345**
(redeemed within 12 months)

Online prices

30 days – **€ 435**

60 days – **€ 720**

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

Accesses to the website (Plausible)

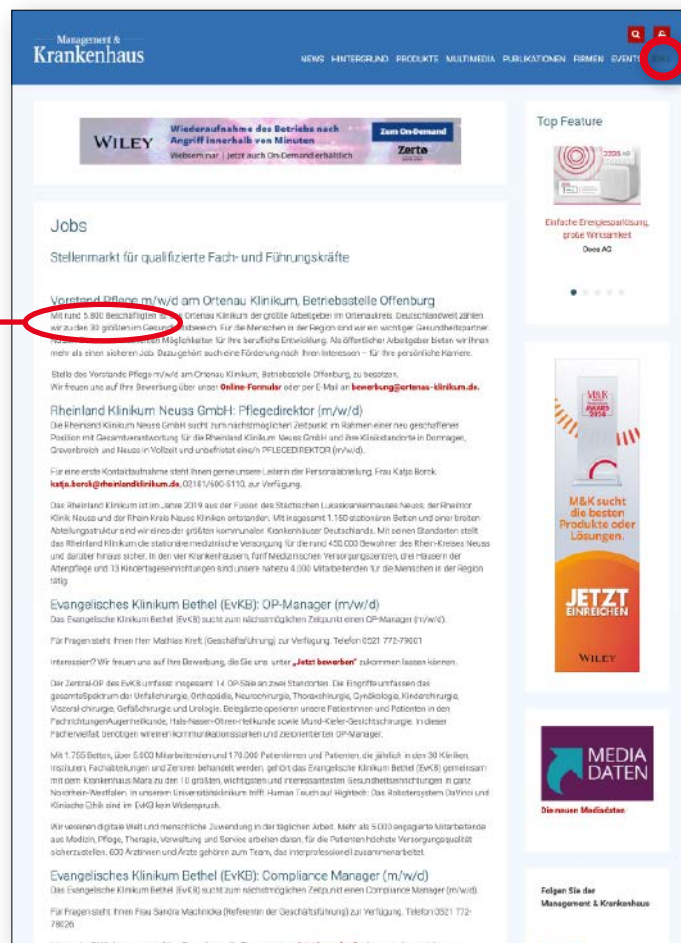
Page Impressions/Month	107,000
Visits/Month	78,400

Mean values from the 2nd half of 2024

Job Advertisements

(Price per single column/50 mm)

minimum height 80 mm **€ 3.30/mm**
P.O. Box No. fee € 10



www.management-krankenhaus.de/jobs

Print Special Prices

1/4 Page classic

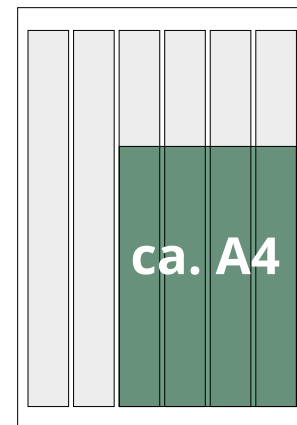
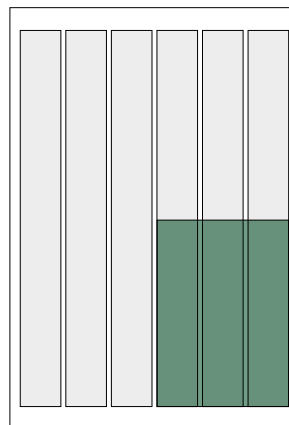
Width: 160 mm
Height: 227 mm
(3 columns)

€ 1,715

1/2 Page Corner

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

€ 2,965



MOVE BEYOND ADVERTISING

Elevate your brand and take your message to new levels!

Whether it be lead generation, branding, virtual events, or content solutions, Wiley can help you find the right marketing mix and channels to reach your goals.

Explore how you can engage your audience even further by integrating **Wiley Events & Education** and **Wiley Communications** solutions with your advertising plans.



Events & Education Solutions

Deliver clear, focused content and deepen your engagement with your target audience through:



Webinar

Advance knowledge and understanding of the latest research, technology trends, or key developments with our webinars.



Virtual Events

Engage your target audience through a custom or sponsored plenary sessions led by leaders in your area of interest, connecting and engaging via our independent, trusted channels.



Knowledge Hub

Strategically showcase your brand alongside trusted content and position yourself as a thought leader in a specific subject area. Educate scientists and industry professionals in an engaging online learning environment.



Communications Solutions

Be a thought leader in your area of expertise, with tailored solutions to generate quality scientific leads including:



Article Collections

Position your brand alongside primary peer-reviewed journal content by sponsoring a collection of articles on a common theme.



Essential Knowledge Briefing

Deliver your target audience valuable information for their daily work in short, practical guides that are mobile-enabled for convenience and easy access.



Expert Insights

Engage with your target audience and provide expert insights on key subject areas through impactful content solutions such as whitepapers, article summaries, and ebooks.

Amplify your programs with **translations, run-ons, extended reach, content feed, infographics, and expert commentary**

Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact program that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at corpsolutions@wiley.com

WILEY

Communications and Events & Education solutions may vary by title or society

REV-2024.09.17

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 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
 - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (**“IAB Terms”**) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

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

REPRINT TERMS

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

Advertising and Reprint Production Terms and Conditions

PRICING

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

CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
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:

English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation 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:
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 - require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
 - cease publication of further Advertising or terminate an agreement for Advertising;
 - withhold any discounts or rebates previously granted to the Customer; or
 - 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 notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.

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.

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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.

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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 or transferring data outside of the country of 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 law 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@vu-solutions.de · Tel.: 06123/9238-246 · Fax: 06123/9238-244

Media Consultants



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



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

Sales Representative



Dr. Michael Leising
Tel.: +49 (0) 173 3119 517
mleising@wiley.com

Editorial



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



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



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



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

Online



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



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

Order Management

Reader service:

wileygit@vuserice.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
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