Media Kit 2018
Management & Krankenhaus
management-krankenhaus.de

THANK YOU!

36 years

Your No. 1 for Healthcare
Widest distribution,
Highest print run,
Informing all decision makers

WILEY
According to the b2b Decision Maker Analysis from the Deutsche Fachpresse, trade magazines are the primary source for information on products and services. Trade magazines highlight trends and market developments, initiate purchasing decisions and enjoy the highest level of credibility.

Advertisers take advantage of this positive image. Decision makers perceive those companies that continuously advertise in trade magazines as relevant suppliers in the market.

You too can rely on Wiley's print and online publications as well as on our strong brands.

Trade magazines reach 94% of the b2b target group with their print and online publications.
### Dates & Contents

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<th>MARCH 3</th>
<th>APRIL 4</th>
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### Main Topics

#### Trade Fair Focus
- **ECR Wien**: 28.02.–04.03.2018
  - Kongress für Krankenhaushygiene (Berlin, 01.02.–03.02.2018)
- **Internationales Endoskopie Symposium** (Dusseldorf, 01.02.–03.02.2018)
  - Congress der Deutschen Gesellschaft für Endoskopie und Bildgebung (Munich, 15.03.–17.03.2018)
- **Jahrestagung der DGK** (Mannheim, 04.04.–07.04.2018)
- **Analytica Munich** (Munich, 10.04.–13.04.2018)
- **Kongress der DGIM** (Mannheim, 14.04.–17.04.2018)
- **Hospital Insurance Congress** (Hamburg, 04.04.–07.04.2018)
- **Vogel Kongress der Deutschen Röntgenkongress** (Nürnberg, 25.04.–27.04.2018)
  - Symposium Intensivmedizin + Intensivpflege (Bremen, 14.02.–16.02.2018)
- **Stuttgart Symposium** (Stuttgart, 03.05.–05.05.2018)
- **Bundeskongress Chirurgie** (Bremen, 16.05.–18.05.2018)
- **Frankfurt/Main** (Frankfurt/Main, 27.02.–28.02.2018)
- **Leipzig** (Leipzig, 09.05.–12.05.2018)
- **Munich** (Munich, 15.03.–17.03.2018)
- **Kongress der Deutschen Gesellschaft für Pathologie** (Berlin, 09.05.–12.05.2018)
- **Kongress der DGCH** (Berlin, 17.04.–20.04.2018)
- **Kongress der DGCH** (Berlin, 17.04.–20.04.2018)
- **Symposium Intensivmedizin + Intensivpflege** (Bremen, 14.02.–16.02.2018)
- **Jahrestagung der DGK** (Mannheim, 04.04.–07.04.2018)
- **Deutscher Krebskongress** (Berlin, 21.02.–24.02.2018)
- **Deutscher Wundkongress** (Bremen, 16.05.–18.05.2018)
- **NOUV-Symposium 2018** (Dortmund, 01.06.–23.06.2018)
- **Wirsung Medizintechnik Kongress** (Würzburg, 16.05.–17.05.2018)
- **Deutscher Krankenhaus-Controller-Tag** (Potsdam, 17.05.–18.05.2018)
- **Jahrestagung der Deutschen Gesellschaft für Pathologie** (Berlin, 24.05.–26.05.2018)

### Topics

#### Health Policy
- Political frameworks and their effect
- Purchasing & Logistics
- Management Consultancy

#### Health Economics
- Political frameworks and their effect
- Process Management
- Personnel
- Controlling
- Clinic Management

#### Medicine & Technology
- Intensive Care
- Ultrasound
- Radiology
- Imaging
- Female Health
- Trauma surgery
- Trends in CT / MRT / Radiology / IT
- Endoscopy
- Imaging
- Surgery
- Orthopedics

#### Pharmacy
- Intensive Care
- Pain
- Infections
- Neurology
- Oncology
- Pneumology
- Pain
- Illness of the masses – Diabetes
- Cardiology / Angiology
- Internal Medicine
- Epilepsy
- ENT
- Diabetes
- Approvals on the Pharmaceutical Market

#### IT & Communication
- Cloud Computing
- Telemedizin
- Teleradiology
- HIS / RIS / PACS
- IT Infrastructure
- Hardware
- Network of Things IoT
- IT-Security
- DMS
- Mobility
- Artificial Intelligence
- IT-Security
- HIS / RIS / PACS
- Networking
- Data Security
- Big Data
- IT Infrastructure
- Tele-medicine
- Cloud computing
- Voice recognition
- Reprocessing
- Desinfection
- Reprocessing
- Data Security
- Big Data
- IT Infrastructure
- Tele-medicine
- Cloud computing
- Voice recognition

#### Hygiene
- Nosocomial Infections
- Networking
- Surveillance
- Wound Management
- Disinfection of surfaces
- Hygiene of skin and hands
- Textiles
- MRSA Screening
- Antibiotics
- MRE
- Reprocessing
- Wound Management
- Nosocomial Infections
- Infections in Drinking Water

#### Building, Furnishing, Supplies
- Energy & Building Technology
- Monitoring Systems
- Kitchen & Catering
- Renovation of Facilities
- Management and Orientation
- Systems
- Interior Design
- Floors, Lights, Color
- Kitchen & Catering

#### Laboratory & Diagnostics
- Infection Diagnostics
- Laboratory Market Germany
- Laboratory Technology
- Molecular Diagnostics
- Automation in pathology
- Automation for small and medium-size laboratories
### Dates & Contents

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**Supplement (see page 7)**

- M&K kompakt Labor & Diagnostik
- M&K kompakt Ortho & Trauma
- M&K kompakt Medica

**Main Topics**

- **IT in Hospitals**
  - Infektiologie & Hygiene
  - Logistics

- **Trade Fair Focus**
  - Visceralmedizin
    - München, 22.09. – 25.09.2018
  - Deutscher Logistik-Kongress
    - Berlin, 24.10. – 26.10.2018
  - RSNA
    - Chicago, 25.11. – 30.11.2018
  - Hauptstadtkongress der DGAI
    - für Anästhesiologie und Intensivtherapie
    - Berlin, 20.09. – 22.09.2018
  - EndoClub Nord Conference
    - Hamburg, 03.11. – 03.11.2018
  - Deutscher Schmerzkongress
    - Mannheim, 17.10. – 20.10.2018

**Topics**

- **Health Policy**
  - Political frameworks and their effect

- **Health Economics**
  - Management Consultancy
  - Controlling
  - Purchasing & Logistics
  - Process Management
  - Personell

- **Medicine & Technology**
  - Emergency and Intensive Care
  - Imaging Processes
  - Urology
  - Cardiology
  - Oncology
  - Orthopedics

- **Pharmacy**
  - Neurology
  - Biomarker / Screening
  - Illness of the Masses – Dementia
  - Internal Medicine
  - Hospital Pharmacy
  - Gastroenterology
  - Neurology
  - Psychiatry
  - Rheumatology
  - Pain
  - Transplantations
  - Oncology
  - Orthopedics
  - Cardiology
  - Diabetes
  - Neurology
  - Psychiatry
  - Approvals on the Pharmaceutical Market

- **IT & Communication**
  - HIS, RIS, PACS
  - Big Data
  - DMS
  - Networking
  - Process optimization
  - IT Infrastructure
  - Cloud Computing
  - IT Security
  - Outsourcing
  - Voice Recognition
  - Tele-medicine
  - Archiving
  - HIS, RIS, PACS
  - IT Infrastructure
  - Medical Monitors
  - IT-Security
  - Robotics
  - Tele-medicine
  - Networking

- **Hygiene**
  - Hygiene Management
  - Outbreak management
  - Skin & Hands
  - Hygiene in patient care
  - Textiles
  - Cleaning and surface disinfection
  - Processing and Sterile Supply
  - Preparation of Instruments
  - Wound Hygiene
  - Nascomial Infection
  - Surveillance
  - Use of antibiotics
  - Infections in Drinking Water
  - Water Filter
  - Surface Desinfection

- **Building, Furnishing, Supplies**
  - Energy Efficiency
  - Building and furnishing hospitals
  - Renovation of Facilities
  - Interior Design
  - Floors, Lights, Color
  - Management and Orientation
  - Interior Design
  - Energy Efficiency

- **Laboratory & Diagnostics**
  - Personalized Medical Care
  - Biomarker
  - Laboratory Medicine
  - Clinical Chemistry
  - Laboratory IT
  - PDCT
  - Pathology
  - Laboratory Automation
  - Laboratory Technology
  - Automation
  - Diagnostics
  - Central Laboratory
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**Special ads**

- **Flying Page (outside)**
  - Format: 2 x ½ page (160 x 455 mm), 4c
  - Price: € 12,500
- **Half Cover**
  - Format: 2 x ½ page (160 x 455 mm), 4c
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  - Format: 2 x ½ page (160 x 455 mm) + 1/1 Tabloid (325 x 455 mm), 4c
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All entries including internet presentation on www.PRO-4-PRO.com

Terms of Payment:
Payment within 30 days without deduction.

Bank Details:
J.P. Morgan AG · Taunus Turm · Taunustor 1 · 60310 Frankfurt, Germany
IBAN: DE55 0110 8006 1615 1743
BIC: CHASDEFX
VAT-Id.No.: DE 813481633 · Tax No.: 47020/21620
All prices are subject to 19% VAT.
The new price list comes into effect on 1 October 2017 and supersedes all previous price lists.

Reprint and PDF
2 Pages 4c, 135 g/m² glossy art print
Print run 1,000 copies 1,100.00 €
Print run 2,000 copies 1,300.00 €
plus VAT, postage and packaging. Further print runs and differing scales on request.

We can provide a pdf file of your article for your internet presentation for a nominal charge of € 250.– (+ VAT). Printable PDF on request.

For further information on reprints please contact
Christiane Rothermel, Tel.: +49 (0) 6201 606 764 or visit our website at

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
Application of paint
no special
max 240 %
Screen ruling
possible
70 ruling
Print profile: ISOnewspaper26v4

Instructions for printing specifications in newspaper print available as a PDF at www.gitverlag.com/en/global/order_management/data_transfer/

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: 30,200 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 (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/global/order_management/data_transfer/
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the “maximum” or “high” quality gradings.
6. Do not send pre-separated or DCS files.

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 programs 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
• by FTP to ftp.gitverlag.com/incoming
• by CD Rom to

Wiley-VCH Verlag GmbH & Co. KGaA
FAQ: Kerstin Kunkel
Boschstrasse 12 · 69469 Weinheim
Tel.: +49 (0) 6201 606 731
Fax: +49 (0) 6201 606 790
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.

Native Advertising Plus
With Native Advertising Plus 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.*

*For legal reasons, we have to insert the word Advertorial above the article.
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 – Hygiene; IT; Medicine & Health; Radiology; Building, Furnishing and Supplies; Emergency and Intensive care; Laboratory & Diagnostics; Orthopedics and Trauma, and the Medica trade fair. Thanks to the magazine like layout, the individual elements and aspects of a topic can be picked out and presented especially well.

M&K kompakt is published with an increased circulation of 32,000 copies. The circulation is composed of inclusion the usual circulation of Management & Krankenhaus (30,000 copies / IVW certified) with an additional run of 2,000 copies.

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.

M&K KOMPAKT-ISSUES

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ADDITIONAL CIRCULATION

- Symposium Intensivmedizin + Intensivpflege Bremen, 14.02.–16.02.2018
- Kongress für Krankenhaushygiene Berlin, 18.03.–21.05.2018
- Deutscher Röntgenkongress Leipzig, 09.05.–12.05.2018
- Hauptstadtkongress Medizin & Gesundheit Berlin, 06.06.–08.06.2018
- Deutscher Kongress der Labormedizin der DGKL Mannheim, 26.09.–29.09.2018
- Deutscher Kongress für Orthopädie und Unfallchirurgie Berlin, 23.10.–26.10.2018
- Medica Düsseldorf, 12.11.–15.11.2018

FORMATS + PRICES

- 1/1 Page
  - Width: 215 mm
  - Height: 303 mm (4 columns)
  - € 8,400

- 1/2 Page Corner
  - Width: 160 mm
  - Height: 227 mm (3 columns)
  - € 5,150

- 1/2 Page landscape
  - Width: 215 mm
  - Height: 152 mm (4 columns)
  - € 4,500

- 1/2 Page portrait
  - Width: 105 mm
  - Height: 303 mm (2 columns)
  - € 4,500

- 2/5 Page portrait
  - Width: 215 mm
  - Height: 114 mm (4 columns)
  - € 3,650

- 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)
  - € 2,390

- 1/5 Page portrait
  - Width: 50 mm
  - Height: 224 mm (1 column)
  - € 2,390

- Preferential positions Inside front/back page
  - Width: 240 mm
  - Height: 330 mm + 10mm bleed
  - € 10,300

- Title page
  - Width: 240 mm
  - Height: 330 mm + 10mm bleed
  - € 12,700

Magazine format: 240 x 330 mm
Print space: 215 x 303 mm
Column count: 4 columns
Print run: 3,000 copies
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.

**Banner Advertising**

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.

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<tr>
<td>Skyscraper 120 x 600 Pixel</td>
<td>€ 1,450</td>
<td>month, run of site</td>
</tr>
<tr>
<td>Rectangle 180 x 150 Pixel</td>
<td>€ 1,550</td>
<td>month, run of site</td>
</tr>
<tr>
<td>Medium Rectangle 300 x 250 Pixel</td>
<td>€ 1,930</td>
<td>month, run of site</td>
</tr>
</tbody>
</table>

* "run of site" means, that the banners can be shown all over the website.
In rotation with max. three other banners

**Whitepaper/Application note**

The ideal format for a detailed and comprehensive presentation of your expertise: case and market studies, user reports and analyses are the perfect presentation formats for companies that want to differentiate themselves from their competitors and simultaneously generate leads.

- **Whitepaper**: € 890 for 6 Months
  - Includes: Teaser-Text, Product-photo, Contact details, PDF to download

**Webcast**

This multi-medial advertising format is the perfect complement to your banner advertising and white paper on management-krankenhaus.de.

- **Webcast**: € 900 für 6 Months
  - Includes: Teaser-Text, Product-Video, Contact details for generating leads

**Top Teaser Story**

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.

- **Top Teaser Image**: 510 x 286 Pixel
  - € 1,500 / month*

  **Scope of Service:**
  - Top Teaser Story (150 letters incl. blanks)
  - Detailed Text (1,600 letters incl. blanks)
  - 2-4 Images (272 x 152 Pixel)
  - Contact Information

  **Running Time:** 1 month prominent as a Top Teaser Story. Additionally, your highlight remains for a total of six months in the portal’s database.

  * In a rotation scheme with five other Top Teaser Stories

**Newsletter**

Date of publication: monthly.
In the case of a “Feature”, the product will be highlighted one time in the newsletter.

**Newsletter formats & prices**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide Skyscraper 160 x 600 Pixel</td>
<td>€ 1.795</td>
</tr>
<tr>
<td>Skyscraper 120 x 600 Pixel</td>
<td>€ 1.420</td>
</tr>
<tr>
<td>Full Banner 468 x 60 Pixel</td>
<td>€ 970</td>
</tr>
<tr>
<td>Feature</td>
<td>€ 990</td>
</tr>
</tbody>
</table>

**Traffic management-krankenhaus.de**

Visits: 25,000
Unique Visits: 21,500
Page Impressions: 48,500
monthly average first half-year 2017

**Additional Services**

- **Feature**: € 990 incl. Price for Product Information
- **Single Sponsored Newsletter**: € 5,695
- **Exclusive access to your customers**

**Sponsored Newsletters**

- **Wide Skyscraper**: € 1,795
- **Skyscraper**: € 1,420
- **Full Banner**: € 970

**Top Teaser Story**

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.

- **Top Teaser Image**: 510 x 286 Pixel
  - € 1,500 / month*
**READER ANALYSIS**

**Top decision-makers**
8,605 copies

**Middle Management**
17,551 copies

**IT**
CIO, Technical Chief, Head of EDP
1,875 copies

**Distributed circulation:**
28,862 copies

**Management for strategic decisions**
30.3% of M&K readers
Directors, Medical Directors, Medical Management, Commercial Directors, Heads of Administration, Administration Directors, Medical Center Directors, Nursing Service Management

**Middle Management for operative decisions regarding products, services etc.**
61.8% of M&K readers
Middle Management = qualitative decision-maker level

**Multipliers**
7.9% of M&K readers express their opinions to the market!
Trade & Industry, Associations, Communities, Institutes etc. 2,244 copies

---

**Circulation Breakdown**

<table>
<thead>
<tr>
<th>COPIES PER ISSUE</th>
<th>(IVW Q2/13)</th>
<th>COPIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>30,000</td>
<td></td>
</tr>
<tr>
<td>Sales (incl. subscriptions)</td>
<td>2,474</td>
<td></td>
</tr>
<tr>
<td>Trade show, archive and specimen copies</td>
<td>1,024</td>
<td></td>
</tr>
<tr>
<td>Actual circulation</td>
<td>28,976</td>
<td></td>
</tr>
</tbody>
</table>

**SECTORS**

| Hospitals, Rehabilitation Centers     | 87.0        |
| Government Departments, Associations  | 4.0         |
| Agencies and Institutes                | 3.9         |
| Trade and Industry                    | 3.6         |
| Training Establishments                | 1.5         |

---

**Breakdown of Recipients**

<table>
<thead>
<tr>
<th>POSITION IN BUSINESS / RESPONSIBILITY</th>
<th>%</th>
<th>COPIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Director / Medical Manager</td>
<td>11.8</td>
<td>3,351</td>
</tr>
<tr>
<td>Commercial Director / Head of Admin</td>
<td>7.7</td>
<td>2,187</td>
</tr>
<tr>
<td>Head of Nursing</td>
<td>8.1</td>
<td>2,300</td>
</tr>
<tr>
<td>Medical Center Director</td>
<td>2.7</td>
<td>767</td>
</tr>
<tr>
<td>Technical Manager</td>
<td>3.7</td>
<td>1,051</td>
</tr>
<tr>
<td>EDP Manager</td>
<td>2.9</td>
<td>824</td>
</tr>
<tr>
<td>Quality Manager / Supervisor</td>
<td>4.2</td>
<td>1,193</td>
</tr>
<tr>
<td>Purchasing Manager / Purchasing Group</td>
<td>1.9</td>
<td>540</td>
</tr>
<tr>
<td>Personnel Manager</td>
<td>1.6</td>
<td>454</td>
</tr>
<tr>
<td>Waste/Environmental Manager</td>
<td>0.7</td>
<td>198</td>
</tr>
<tr>
<td>Chief Physician</td>
<td>38.1</td>
<td>10,820</td>
</tr>
<tr>
<td>Laboratory Manager</td>
<td>3.7</td>
<td>1,051</td>
</tr>
<tr>
<td>Pharmacy Manager</td>
<td>2.2</td>
<td>625</td>
</tr>
<tr>
<td>Hygiene Manager</td>
<td>2.8</td>
<td>795</td>
</tr>
<tr>
<td>Associations, Communities, Institutes etc.</td>
<td>4.0</td>
<td>1,136</td>
</tr>
<tr>
<td>Trade and Industry</td>
<td>3.9</td>
<td>1,108</td>
</tr>
</tbody>
</table>

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**Circulation by sectors**

- Hospitals, Rehabilitation Centers: 87%
- Government Departments, Associations: 3.6%
- Agencies and Institutes: 1.5%
- Trade and Industry: 3.6%
- Training Establishments: 1.5%

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Controlled circulation, The variation to 100% of circulated copies was statistically calculated. Employees with decision influence are included as management. Copies per issue/average, based on media-kit 2013/2014
Regardless of what type of marketing tactics and channels you use – from powerful traditional print advertising to engaging digital content marketing – quality content is always an essential part of it. Wiley's content solutions offer you access to highly respected publications and learning tools. Benefit from 200 years of publishing experience, a trusted brand, authoritative content and incomparable scientific and professional communities. Get connected through Wiley content!

Content Solutions powering your Business!

Mix and match content campaigns to suit your marketing goals: Choose from tailored combinations of advertising, reprints, supplements and other traditional strategies, as well as powerful microsites, mobile apps, email campaigns, and interactive online learning environments.

Contact us to find out how Wiley content solutions could help drive your marketing strategy.

Webinar
Interact with your target group: Our free-to-attend online seminars engage targeted audiences in real time as well as on-demand – offering a wealth of opportunities to showcase your brand, build thought leadership, deliver training and more.

Microsite
Connect through content: Engage with your target group and position your company as thought leader or technology expert in a certain field. Whether you choose the stand-alone version or a microsite integrated in our b2b portals, you will benefit from promotion campaigns and best technical service.

Essential Knowledge Briefings (EKB)
Exclusivity: Spread your knowledge of a hot topic via the latest channel. Essentialknowledgebriefings.com represents the ideal platform for your digital publications. You will not only benefit from the strong image of the Wiley brands, but also from exclusivity – no other competitor can publish an EKB on your subject.

Reprints & Sponsorship
Influence through education: Whether you choose a flyer, single article, collection of articles or abstracts with a cover, reprints and ePrints deliver the right content and right brand messages to your target audience. Or raise your profile in a special target group by sponsoring a complementary subscription to respected Wiley online journals.

Custom Publishing & Supplements
Position your brand: Grow brand awareness with a supplement – an extra issue of a peer-reviewed Wiley journal – or a corporate publishing project like customer or company magazines or corporate books. Rely on our editorial expertise and independence as well as our experienced layout team.
Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the success of a Microsite depends heavily on relevant and high quality content.

**FOCUSBING ON YOUR TOPIC**

Microsite "BASIC"  
**Media Service**  
Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client.**  
**Promotion**  
1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter  
1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter  
1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter  
**Tariffs Microsite "BASIC" *  
6 weeks € 8,750  
3 months € 15,500  
6 months € 27,750  

Microsite "PREMIUM"  
**Media Service**  
Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client.**  
**Promotion**  
1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter  
1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter  
1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter  
**Tariffs Microsite "PREMIUM" *  
6 weeks € 10,750  
3 months € 19,250  
6 months € 34,250  

Microsite "Stand alone"  
Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.  
**Pre Running Time**  
3 months  
6 months  
12 months  
**Running Time**  
18 weeks on request on request on request  

**WEBINARS**

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

**Webinar "BASIC"**  
**Media Service**  
Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client.**  
**Promotion**  
1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin.  
**Tariff Webinar "BASIC" *  
10 weeks € 8,750  

**Webinar "PREMIUM"**  
**Media Service**  
Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client.**  
**Promotion**  
1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin.  
**Tariff Webinar "PREMIUM" *  
10 weeks € 11,250  

* Discount not available  ** If desired the publishing house will create the printing material for an additional fee.
PRO-4-PRO.com – PRODUCTS FOR PROFESSIONALS – is the unique product database for vertical B2B markets.

PRO-4-PRO is an essential part of Wiley’s cross media publishing concept. The combination of publishing product news in our B2B magazines, portals and PRO-4-PRO multiplies the marketing success for your company.

**BANNER IN A PRODUCT SEGMENT**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price per Month €</th>
</tr>
</thead>
<tbody>
<tr>
<td>180 x 150 Pixel</td>
<td>725</td>
</tr>
</tbody>
</table>

**PACKAGE DEALS**

<table>
<thead>
<tr>
<th>Package</th>
<th>Product Entries (12 Months)</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>4</td>
<td>1,700</td>
</tr>
<tr>
<td>Basic Plus</td>
<td>8</td>
<td>3,140</td>
</tr>
<tr>
<td>Flat Rate</td>
<td>15</td>
<td>5,080</td>
</tr>
</tbody>
</table>

### Features
- **Basic entry free of charge**
- **Detailed company and product description**
- **Individual optimization for search engines** (e.g. SEO for Google)
- **Sector specific newsletter service**
- **Target-group specific banner placements**

**ONE SITE FITS ALL**

**WWW.PRO-4-PRO.COM**

**Clear structure**

**Modern Design**

**Optimized for mobile devices**
Seize this opportunity today...
Ask us about the possibilities for custom publishing in the "For Dummies" style. And learn how your own "For Dummies" book can become a reality.

Your contact:
Petrya Stark
Phone: +49 (0) 6201 606 424
pestark@wiley.com

Oliver Scheel
Phone: +49 (0) 6201 606 748
oscheel@wiley.com

The Dummies on the web: www.fuer-dummies.de
The Dummies on the Facebook: www.facebook.com/fuerdummies

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

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

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

3. Cancellation shall be in the following manner: to place more than one advert. The discount shown in the advert price is only granted for advertisers' adverts which appear in a printed product within one year. The invoice date becomes the date of the first advert's appearance. For a different start date, the discount shall be confirmed in writing upon contract signature. The price is based on volume, i.e. within a year, fewer adverts are taken than originally ordered, the last placed advert shall be entitled to a discount on the difference between the actual and guaranteed number taken.

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

5. Order cancellations must be in writing. The cancellation charge incurs in the case of cancellations on the deadline date for the placement of the advertisement (or themselves) in the total order value. In such specific instances, however, the client is expressly granted the right to grant proof that the publisher suffered to less, or on any case only a lower loss.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must meet the publication's time schedule (significant time — i.e. not later than on the date specified in the order confirmation — for the client to be informed before the advert deadline of whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognized as adverts because of their external layout shall be clearly marked with the word "advert" by the publisher.

8. The publisher reserves the right to insert adverts — including individual adverts under a linked contract — or orders in listings, on grounds of content, context or format, under its own standard and factually justified principles if the content of such orders contains legal or regulatory regulations or if the publication is unsuitable for the publisher. This applies to orders submitted to branch offices, agencies or representative offices. Orders for inserts only suitable for the publisher on the insert template have been selected and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the magazine or advert, which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts paid.

9. The client is liable for the technical delivery of properly ready-to-print material or supplements or for preparatory material or material required for online advertising. In the case of digital-ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format or technical specifications of the publisher. For the printed material deadline. The publisher shall reserve replacement for recognizably unsuitable or damaged printed material without delay. The publisher guarantees prompt satisfactory of the title contents within the scope of available material and the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted file is free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, such will be deleted immediately without the possibility of the client making any claims.

10. Circling, stamping or damaged ready-to-print material or advertising material to be replaced by the client immediately when requested by the publisher. The cost of producing ordered ready-to-print material and ordering advertising material, as well as of substantial alterations to originally agreed versions that are requested by the client and for which the latter is responsible due to the technical quality and/or advertising material quality expected will become the client. Should any deficiencies in the ready-to-print material and/or advertising material not be immediately visible during the review process, but only become discernible during the printing process and/or insertion, the client is not entitled to make any claims or amount in any case, irrespective of whether the ready-to-print material or advertising material is to be immediately discernible during the review process, but only become discernible in the printing process and/or insertion. The client is not entitled to make any claims or amount in any case, irrespective of whether the ready-to-print material or advertising material is to be immediately discernible during the review process, but only become discernible in the printing process and/or insertion. The client is not entitled to make any claims or amount in any case, irrespective of whether the ready-to-print material or advertising material is to be immediately discernible during the review process, but only become discernible in the printing process and/or insertion.

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

12. Should the client fail to pay any outstanding amount by the due date, the publisher reserves the right to cancel the contract and to demand repayment of any discount paid. The publisher reserves the right to cancel the contract and to demand repayment of any discount paid.

13. The client shall be entitled to reduce payment or a correction replacement advert in case of theft or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is affected. This shall be excluded if the defect results from incorrect ready-to-print material (clause 10 above). Should the publisher allow the timeframes given to him to elapse or should the replacement advert still be delayed, the contract shall be entitled to a reduction in payment or correction of the contract. Complaints — except if adverts are obviously iii — must be asserted within four weeks from receipt of invoice and proof.

14. (1) The client's claims for damages shall be excluded unless provided for otherwise herein. This exclusion of liability also applies in favor of the publisher's legal representatives and ancillary agents in the event that the client's claims assert against them.

(2) Claims for damages on account of death, injury or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in principle. Essential contractual obligations must be those, the fulfillment of which is necessary in order to the contract. Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, his legal representatives or ancillary agents shall also be exempt from the liability exclusion.

(3) The exclusion of liability pursuant to the above.

Sample print-outs shall only be provided when specifically requested. The client shall be responsible for the correctness of the returned samples.

The publisher shall observe all error corrections made to orders within the period of prescribed samples and send a sample. Should the client fail to return the sample within the specified period a sample will be sent by the publisher, approval for print shall be deemed to have been given.

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

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

18. The publisher reserves the right to set the hypertext links to the advertising. The client furthermore assures that will abide by the applicable data privacy legislation — in particular of the Federal and the Data Protection Act — and also impose such a responsibility on their employees. Should the client use special techniques such as tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMTG) and/or of the Interactive Broadcasting Treaty (IVT) as well as the Federal Data Protection Act (BDSG) and/or of the collection, processing, and use of personal data.

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

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

21. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert orders, record pages or full record numbers will be provided. If a record can be colour coded, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

22. In the event of a reduction in circulation, a price reduction may be claimed for contracts with a series of adverts 4 in the overall average of the number of the first advert, the average circulation stated in the price list or stated otherwise in any way or if a circulation figure is not given, a reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to:

- 10% for a circulation of up to 50,000 copies
- 15% for a circulation of up to 100,000 copies
- 20% for a circulation of up to 500,000 copies

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

24. The publisher shall not be responsible for any delays in performances caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-out, disruption of operations, etc.). After the decision of such events, the publisher may refuse to publish the adverts in the worst possible case of the printed work or online advertising medium, or withdraw from the contract – entirely or in part. In this context, the client shall not be entitled to claims.
