Media Kit 2019
Management & Krankenhaus
management-krankenhaus.de

Your No. 1 for Healthcare
Widest distribution,
Highest print run,
Informing all decision makers
According to the b2b Decision Maker Analysis by 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.
<table>
<thead>
<tr>
<th>Issues</th>
<th>January/February 1–2</th>
<th>March 3</th>
<th>April 4</th>
<th>May 5</th>
<th>June 6</th>
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<tr>
<td>Publishing date</td>
<td>13.02.2019</td>
<td>11.03.2019</td>
<td>10.04.2019</td>
<td>08.05.2019</td>
<td>05.06.2019</td>
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<td>15.02.2019</td>
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<td>01.02.2019</td>
<td>01.03.2019</td>
<td>29.03.2019</td>
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<td>Publishing Date: Online-Newsletter</td>
<td>23.01.2019</td>
<td>20.02.2019</td>
<td>06.03.2019</td>
<td>17.04.2019</td>
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</table>

**Supplement**

- M&K kompakt Emergency & Intensive Care
- M&K kompakt Hygiene
- M&K kompakt Healthcare IT
- M&K kompakt Diabetes
- M&K kompakt Success Story Hospital
- M&K kompakt Radiology
- M&K kompakt Building, Furnishing, Supplies

**Main Topics**

- Radiology
- Building, Furnishing, Supplies
- Point of Care
- Orthopedics
- Advanced Training
- Hygiene

**Trade Fair Focus**

- Symposium Intensivmedizin + Intensivpflege
  - Bremen, 20.02.–22.02.2019
- Ulmer Symposium Krankenhausinfektionen
  - Ulm, 22.02.–26.02.2019
- Hauptstadtkongress Medizin und Gesundheit
  - Berlin, 21.06.–22.06.2019
- Deutscher Röntgenkongress
  - Leipzig, 29.05.–31.05.2019
- Deutscher Krankenhaus-Controller-Tag
  - Cologne, 27.06.–28.06.2019

**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**
  - Management Consultancy
  - Personnel
  - Process Management
  - Controlling
  - Clinic Management

- **Medicine & Technology**
  - Intensive Care
  - Ultrasound
  - Imaging
  - Trends in CT / MRT / Radiology / IT
  - Surgery
  - Orthopedics

- **Pharmacy**
  - Pain
  - Internal Medicine
  - Cardiology / Angiology
  - Diabetes
  - Approvals on the Pharmaceutical Market

- **IT & Communication**
  - Cloud Computing
  - Telemedicine
  - Teleradiology
  - HIS / RIS / PACS
  - Data Security
  - Big Data
  - HIS, RIS, PACS
  - Integration
  - Cloud computing
  - Voice recognition
  - IT Infrastructure
  - Telemedicine

- **Hygiene**
  - Hygiene of skin and hands
  - Surveillance
  - Wound Management
  - Nosocomial Infection
  - MRBE
  - Use of antibiotics
  - MRSA Screening
  - Reprocessing
  - Nosocomial Infections
  - Infections in Drinking Water
  - Wound Management
  - Reprocessing
  - Desinfection

- **Building, Furnishing, Supplies**
  - Energy & Building Technology
  - Monitoring Systems
  - Kitchen & Catering
  - Systems
  - Bathroom equipment & Sanitary facilities
  - Management and Orientation Systems
  - Interior Design
  - Floors, Lights, Color
  - Kitchen & Catering
  - Interior Design

- **Laboratory & Diagnostics**
  - Infection Diagnostics
  - Laboratory Technology
  - Laboratory Market Germany
  - Molecular Diagnostics
  - Central Laboratory
  - Automation for laboratories

**Apply until 31 July 2019**
## Dates & Contents

<table>
<thead>
<tr>
<th>Issues</th>
<th>AUGUST 8</th>
<th>SEPTEMBER 9</th>
<th>OCTOBER 10</th>
<th>NOVEMBER 11</th>
<th>DECEMBER 12</th>
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<tr>
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**With Supplement (see page 8)**

### M&K kompakt Laboratory & Diagnostics
- **M&K kompakt Ortho & Trauma**
- **M&K kompakt Hygiene**
- **M&K kompakt Medical**

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**Main Topics**

<table>
<thead>
<tr>
<th>IT in Hospitals</th>
<th>Operating Room Management</th>
<th>Logistics</th>
<th>Healthcare IT</th>
<th>Endoscopy</th>
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<tbody>
<tr>
<td>Freiburger Infektiologie- und Hygienekongress</td>
<td>Deutscher Kongress für Orthopädie und Unfallchirurgie</td>
<td>Medica</td>
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<td>Hauptstadt-Tagung der DGAII für Anästhesiologie und Intensivtherapie</td>
<td>Deutscher Logistik-Kongress</td>
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<td>Viszeralmedizin</td>
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<td>Wiesbaden, 02.10.–05.10.2019</td>
<td>München, 28.11.–30.11.2019</td>
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<td>Personalkongress Krankenhäuser</td>
<td>RSNA</td>
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<td>Potsdam, 08.10.–09.10.2019</td>
<td>Chicago, 01.12.–06.12.2019</td>
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<td>Herbstsymposium der Deutschen Gesellschaft für Medizincontrolling</td>
<td>DIVI</td>
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<tr>
<td>Frankfurt/Main, September 2019</td>
<td>Hamburg, 04.12.–06.12.2019</td>
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### Topics

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

#### Health Economics
- Management Consultancy
- Personnel & Training
- Purchasing & Logistics
- Finances & Insurances
- Personnell & Training

#### Medicine & Technology
- Urology
- Emergency and Intensive Care
- Imaging
- Cardiology
- Oncology
- Anesthesia
- Endoscopy
- Surgery
- Highlights in Medical Technology
- Imaging
- OR-Preparation
- OR-Outfitting
- Neurological Surgery
- Orthopedics

#### Pharmacy
- Neurology
- Internal Medicine
- Gastroenterology
- Oncology
- Diabetes

#### IT & Communication
- HIS, RIS, PACS
- Big Data
- DMS
- Integration
- Process optimization
- IT Infrastructure
- Cloud Computing
- IT Security
- Outsourcing
- Voice Recognition
- Tele-medicine
- Archiving
- HIS, RIS, PACS
- Mobile devices
- IT-Security
- Robotics
- Tele-medicine
- Integration
- OR Management

#### Hygiene
- Hygiene Management
- Outbreak management
- Skin & Hands
- Hygiene in patient care
- Cleaning and surface disinfection
- Processing and Sterile Supply
- Preparation of Instruments
- Wound Hygiene
- Filtering techniques
- Nosocomial Infections
- Hygiene Monitoring
- Use of antibiotics
- Infections in Drinking Water
- Water Filter
- Surface Disinfection

#### Building, Furnishing, Supplies
- Energy Efficiency
- Building and furnishing hospitals
- Renovation of Facilities
- Interior Design
- Floors, Lights, Color
- Management and Orientation Systems
- Interior Design
- Energy Efficiency
- Bathroom equipment & Sanitary facilities

#### Laboratory & Diagnostics
- Personalized Medical Care
- Biomarker
- Clinical Chemistry
- Laboratory IT
- POCT
- Laboratory Automation
- Laboratory Technology
- Automation
- Diagnostics
- Central Laboratory

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**Topical Calendar 2020**

**Finalists**

**Copytest**
Further formats and island advertisements are charged by the millimeter. Details of minimum and maximum formats on page 6.
ADVERTISEMENTS BY MILLIMETRE
(Price per single column/50 mm)

<table>
<thead>
<tr>
<th>Advertisements</th>
<th>€ 10.70/mm</th>
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</thead>
<tbody>
<tr>
<td>Jobs ads</td>
<td>see page 11</td>
</tr>
</tbody>
</table>

ADDITIONAL CHARGES

| Binding positions | 10 % |

DISCOUNTS

| 3 Advertisements  | 5 %  |
| 6 Advertisements  | 10 % |
| 9 Advertisements  | 15 % |
| 12 Advertisements | 20 % |

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.

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 kerstin.kunkel@wiley.com

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

Reprint and PDF

<table>
<thead>
<tr>
<th>2 Pages 4c, 135 g/m²</th>
<th>4 Pages 4c, 135 g/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>glossy art print</td>
<td>glossy art print</td>
</tr>
</tbody>
</table>
Print run 1,000 copies 1,100.00 € | Print run 1,000 copies 1,500.00 € |
Print run 2,000 copies 1,300.00 € | Print run 2,000 copies 1,800.00 € |
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 http://bit.ly/Sonderdrucke

Wiley

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 Colours Application of paint Screen ruling
Newspaper web press (Roll offset) Euro scale no special colours possible max 240 % 70 ruling

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.

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.: DE 813481633 · Tax No.: 47020/21620
All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2018 and supersedes all previous price lists.
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 enquirers.*

*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 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.

### Prices & Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>Columns</th>
<th>Price</th>
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<tbody>
<tr>
<td>1/1 Page</td>
<td>Width: 215 mm Height: 303 mm (4 columns)</td>
<td>€ 8,400</td>
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<td>1/2 Page Corner</td>
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</tr>
<tr>
<td>2/5 Page portrait</td>
<td>Width: 215 mm Height: 114 mm (4 columns)</td>
<td>€ 3,650</td>
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<tr>
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<td>Width: 215 mm Height: 74 mm (4 columns)</td>
<td>€ 2,600</td>
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<tr>
<td>1/4 Page portrait</td>
<td>Width: 50 mm Height: 303 mm (1 column)</td>
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<tr>
<td>1/4 Page classic</td>
<td>Width: 105 mm Height: 149 mm (2 columns)</td>
<td>€ 2,600</td>
<td></td>
</tr>
<tr>
<td>1/5 Page landscape</td>
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<td>€ 2,390</td>
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<tr>
<td>1/5 Page portrait</td>
<td>Width: 50 mm Height: 224 mm (1 column)</td>
<td>€ 2,390</td>
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<td>Preferential positions</td>
<td>Inside front/back page</td>
<td>Width: 240 mm Height: 330 mm + 3 mm bleed</td>
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<tr>
<td>Title page</td>
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### Technical Data

- Magazine format: 240 x 330 mm
- Print space: 215 x 303 mm
- Column count: 4 columns
- Print run: 32,000 copies
B2B PORTAL: MANAGEMENT-KRANKENHAUS.DE

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.

**Leaderboard 728 x 90 Pixel € 1,400 / month, run of site**

**Full Banner 468 x 60 Pixel € 990 / month, run of site**

**Wide Skyscraper 160 x 600 Pixel € 1,830 / month, run of site**

**Skyscraper 120 x 600 Pixel € 1,450 / month, run of site**

**Rectangle 180 x 150 Pixel € 1,550 / month, run of site**

**Medium Rectangle 300 x 250 Pixel € 1,930 / month, run of site**

* “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: € 900 for 6 Months**
In the case of a “Feature”, the product will be highlighted one time in the newsletter.

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

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

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 € 1,950 / month*

Scope of Service: ➤ Picture, Headline, Intro on landing page (150 letters) ➤ Detailed Text (up to 4,000 characters recommended) ➤ 1-4 Images ➤ 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: Banner formats & prices**

<table>
<thead>
<tr>
<th>Format</th>
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<th>Price</th>
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<tr>
<td>Wide Skyscraper</td>
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<td>Skyscraper</td>
<td>120 x 600</td>
<td>€ 1,420</td>
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<tr>
<td>Full Banner</td>
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<td>€ 990</td>
</tr>
<tr>
<td>Feature</td>
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<td>€ 990</td>
</tr>
</tbody>
</table>

**Live page management-krankenhaus.de**

Visits: 25,000
Unique Visits: 21,500
Page Impressions: 48,500

monthly average first half-year 2018
**READER ANALYSIS**

**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

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**ANALYSIS**

**Circulation Breakdown**

<table>
<thead>
<tr>
<th>SECTORS</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Hospitals, Rehabilitation Centers</td>
<td>87.0</td>
</tr>
<tr>
<td>Government Departments, Associations</td>
<td>4.0</td>
</tr>
<tr>
<td>Agencies and Institutes</td>
<td>3.9</td>
</tr>
<tr>
<td>Trade and Industry</td>
<td>3.6</td>
</tr>
<tr>
<td>Training Establishments</td>
<td>1.5</td>
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</tbody>
</table>

**Breakdown of Recipients**

<table>
<thead>
<tr>
<th>POSITION IN BUSINESS / RESPONSIBILITY</th>
<th>%</th>
<th>COPIES</th>
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</thead>
<tbody>
<tr>
<td>Medical Director / Medical Manager</td>
<td>11.8</td>
<td>3,351</td>
</tr>
<tr>
<td>Commercial Director / Head of Administration</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>
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<tr>
<td>Technical Manager</td>
<td>3.7</td>
<td>1,051</td>
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<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>
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<tr>
<td>Purchasing Manager / Purchasing Group</td>
<td>1.9</td>
<td>540</td>
</tr>
<tr>
<td>Personnel Manager</td>
<td>1.6</td>
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<tr>
<td>Waste/Environmental Manager</td>
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<tr>
<td>Chief Physician</td>
<td>38.1</td>
<td>10,820</td>
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<td>Laboratory Manager</td>
<td>3.7</td>
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<tr>
<td>Pharmacy Manager</td>
<td>2.2</td>
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<td>Hygiene Manager</td>
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<td>795</td>
</tr>
<tr>
<td>Associations, Communities, Institutes etc.</td>
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<td>1,136</td>
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<tr>
<td>Trade and Industry</td>
<td>3.9</td>
<td>1,108</td>
</tr>
</tbody>
</table>

**Circulation by sectors**

- Hospitals, Rehabilitation Centers: 87%
- Government Departments, Associations: 3.6%
- Agencies and Institutes: 3.6%
- Trade and Industry: 4.0%
- Training Establishments: 1.5%

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 2015/2016
The Buying Center initiates large investments at the ‘Decider’s Desk’

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. Pharmacy
   Chief and senior internal medicine physicians, intensive care, cardiology, neurology, oncology, pain and mammary studies, rheumatology & pneumology, head of the hospital pharmacy, pharmacists
5. Clinic IT
   IT managers, CIO, EDP & technical management
6. Hygiene
   Hygiene specialists
7. Building, furnishing, supply
   Technical management and senior management, environmental officer
8. Laboratory and diagnostics
   Laboratory management & IT management

JOB ADVERTISEMENTS

Get attention from more than 30,000 decision makers & users in German clinics

Print + Online = optimum attention

Crossmedia Package

1. 1/4 page print ad + Online (30 days) € 1,500
2. 1/2 page print ad + Online (30 days) € 2,600
3. SPECIAL Package:
   3 x 1/4 age print ad + Online (30 days) + 1 Portrait of company or clinic € 4,000
   (redeemed within 12 months)

www.management-krankenhaus.de/jobs

Print Special Prices

1/4 page classic
- width: 160 mm
- height: 227 mm (3 columns)
- € 1,500

1/2 Page Corner
- width: 215 mm
- height: 303 mm (4 columns)
- € 2,600

Online prices

- 30 days – € 350
- 60 days – € 650

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

- 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

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**BANNER IN A PRODUCT SEGMENT**

<table>
<thead>
<tr>
<th>Package</th>
<th>Duration</th>
<th>Price PER MONTH €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic entry</td>
<td>6 MONTHS</td>
<td>free of charge</td>
</tr>
<tr>
<td>Product entry</td>
<td>12 MONTHS</td>
<td>310</td>
</tr>
<tr>
<td>Basic Package</td>
<td>6 MONTHS</td>
<td>1,700</td>
</tr>
<tr>
<td>Basic Plus Package</td>
<td>12 MONTHS</td>
<td>3,140</td>
</tr>
<tr>
<td>Flat rate</td>
<td>12 MONTHS</td>
<td>5,080</td>
</tr>
</tbody>
</table>

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**ONE SITE FITS ALL**

WWW.PRO-4-PRO.COM
GOT EXCITING STORIES TO TELL? WANT TO POSITION YOUR EXPERTS AS THOUGHT LEADERS?

Wiley Corporate Solutions will help you to get the attention you deserve with truly customized content solutions in digital and print.

BEYOND BRANDED ADVERTISING

PPocket Guide
People resist taking your brochures at conferences, but will consume a bite-size format that fits in any pocket. You may even add Wiley content, making it a truly unique source of information.

WEBINAR
Explain complex content and applications at a personal level and interact with your targeted audience and spare everyone’s T&E budget at the same time.

INFO GRAPHIC
Relevant information, facts and figures are presented at a glance by images and graphs. You provide the raw material, let us do the rest.

MICRO-TARGETED E-BLAST
Get your message out to your people who really need that information. We’ll select the audience by topic and region – yes, by complying with the EU GDPR.

EDITOR-AUTHORED WHITE PAPER
Got exciting content but you don’t have a clue how and when to write it down? Let our editorial team do the research & writing and benefit from our huge content and expert network.

MOBILE-ENABLED WEBSITE
Got tons of news, articles, videos and other cool content? Let’s put it on an individual website, spice it with some Wiley content and create a perfect info source that can be accessed anywhere, anytime on any device.

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 “orders”) relating to the publication of one or several adverts of one advertisement (hereinafter: “client”) in the magazines of Wiley-VCH GmbH & Co KGaA (hereinafter: “publisher”) for the purpose of disseminating information and publicising 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. Different, supplemental general terms and conditions of advertising clients must not be recognised as an integral part of the contract, unless the publisher expressly agrees to them.

3. The following shall apply to clients existing to place more than one advert: The discounts shown in the advert price list are only permitted for advertisers’ adverts which appear in a printed product version only. The inception date on the date of appearance of the first advert, unless the publisher expressly agrees to them.

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5. The publisher reserves the right to accept or decline an order – including individual adverts under a branded contest – or orders for inserts, on grounds of content, origin or format, unless its own standard and formally justified principles, or the content of such orders contravenes legal, regulatory or copyright regulations or if the publication is unable to publish the order within the specified timeframe or that stated in clause 3.

6. Orders for articles and other marketing material to be published specifically and reasonably in specific issues, specific publications or in specific places in the publication must be submitted by the publisher in sufficient time – i.e. not later than on the date specified for the order confirmation – for the client to be able to inform him of the advert deadline of whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognisable as adverts because of their exterior layout will be treated as such at the discretion of the publisher.

8. The client is responsible for the correct technical delivery of proper ready-to-print material or supplements or for technical material for required online advertising. In case of an order of digital ready-to-print material the publisher undertakes to deliver all advertisement material to be published in the order. The publisher reserves the right to reject any advertising for which the publisher has not received the necessary approvals from GEMA [society for musical performing and reproducers’ rights]

9. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of materials required for on-line advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format and guaranteed number taken.

10. The client undertakes to utilise the technical delivery of proper ready-to-print material or supplements or for technical material for required online advertising. In the case of an order of digital ready-to-print material the publisher undertakes to deliver all advertisement material to be published in the order. The publisher reserves the right to reject any advertising for which the publisher has not received the necessary approvals from GEMA [society for musical performing and reproducers’ rights]

11. Print documents will only be sent to the client if specified in the order. The publisher reserves the right to request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the title concerned within the timeframe or that stated in clause 3.

12. 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 advertisement. The invoices must be paid within the period stated in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

13. The client shall ensure that the advertising matter is not inserted in publications in which the client is not interested or that do not reach the client’s intended audience.

14. 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 advertisement. The invoices must be paid within the period stated in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

15. In the event of delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the client is responsible for ensuring that the necessary approvals from GEMA [society for musical performing and reproducers’ rights]

16. If, within any specific billing periods have been agreed, the amount to be charged shall be calculated on that period in time that is normal for the publication.

17. The client authorises the printer to set the hyperlink connections to the online advertising. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore agrees that the online advertising may appear in the reader to the point of the reader or user, and, therefore, for a difference in personal jurisdiction – in particular in the Federal Republic of Germany and the Federal States Data Protection Acts – and also gives such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, you shall first, you shall first, you shall first, you shall first,

18. The client avouches that he is entitled to set the hyperlink connections to the online advertising. The client furthermore agrees that the online advertising may appear in the reader to the point of the reader or user, and, therefore, for a difference in personal jurisdiction – in particular in the Federal Republic of Germany and the Federal States Data Protection Acts – and also gives such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, you shall first, you shall first, you shall first, you shall first,

19. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, you shall first, you shall first, you shall first, you shall first,

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the client is responsible for ensuring that the necessary approvals from GEMA [society for musical performing and reproducers’ rights]

21. The publisher shall publish the advertisement on the publisher’s website as stipulated in the order. The client is not entitled to any claims against the publisher if the advertisement is not inserted on the website within the specified period (i.e. within the period specified in the order).

22. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded.

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence (such as strikes, floods, fires, etc).

24. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded.

25. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the

*Note: The text provided is a translation and may not fully capture the nuances of the original document.*

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**GENERAL CONSIDERATIONS**

- Content: Ensure the advertisement is clear, engaging, and relevant to the target audience.
- Format: Consider the size and format of the advertisement to ensure it stands out.
- Timing: Plan the advertisement placement to maximize visibility.
- Measurement: Track the performance of the advertisement to assess its effectiveness.

**TECHNICAL SPECIFICATIONS**

- Resolution: Ensure the image resolution is high enough for optimal display.
- File Format: Use formats compatible with the publisher’s platform.
- Accessibility: Design the advertisement to be accessible to all audiences.

**LEGAL AND REGULATORY CONSIDERATIONS**

- Copyright: Ensure all content is properly licensed and credited.
- Advertising Standards: Adhere to advertising standards of the target region.

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**WILEY:**

Wiley is a global leader in research and education, providing researchers, editors, and authors with innovative solutions to help them achieve their research and publishing goals. With a focus on quality and service, Wiley is committed to supporting the research community and ensuring the dissemination of high-quality research.
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