

WILEY



2026 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: 30,000 recipients

Social-Media: 38,000, thereof LinkedIn with 19,000 followers

Newsletter: 22,700 recipients

www.management-krankenhaus.de: 69,700 unique readers, 100,000 page impressions, 60% visit M&K via the smartphone

Total digital reach per month: approx. 130,000

All figures per month on average
* Status: 07/2025

Overview

Publication Frequency
monthly, incl. 3 double issues

Volume
Vol. 45, 2026

Print run
Ø 30,000 – 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

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Single Copy Rate
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Subscription for students
50% discount

Subscription only digital
€ 139.60 (+ VAT)

ISSN
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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	04.02.2026	04.03.2026	01.04.2026	06.05.2026	17.06.2026
Advertising deadline	09.01.2026	06.02.2026	06.03.2026	02.04.2026	15.05.2026
Editorial deadline paid content in M&K	19.12.2025	28.01.2026	25.02.2026	25.03.2026	06.05.2026
Editorial deadline	05.12.2025	23.01.2026	20.02.2026	20.03.2026	30.04.2026
MAIN TOPICS		Bauen, Einrichten & Versorgen zur Altenpflege Point of Care	Klinik-IT zur DMEA Hygiene zum DGKH-Kongress	Radiologie zum Deutschen Röntgenkongress	
TRADE FAIR FOCUS	Symposium Intensivmedizin + Intensivpflege Bremen, 11.–13.02.2026	Kongress der Deutschen Gesellschaft für Endoskopie und Bildgebende Verfahren Leipzig, 25.–27.03.2026	DMEA Berlin, 21.–23.04.2026 Kongress für Krankenhaushygiene Berlin, 26.–29.04.2026	Deutscher Röntgenkongress Leipzig, 13.–15.05.2026	Hauptstadtkongress Medizin und Gesundheit Berlin, 23.–25.06.2026
TRADE FAIRS	ProCare Hannover, 10.–11.02.2026	ECR Wien, 04.–08.03.2026	Jahrestagung der DGK Mannheim, 08.–11.04.2026	MedTechLive Stuttgart, 05.–07.05.2026	Kongress Krankenhausführung und digitale Transformation Düsseldorf, 01.–03.07.2026
	Endoprothetikongress Berlin, 12.–14.02.2026	Digitales Krankenhaus Erfurt, 03.–04.03.2026	Kongress der DGIM Wiesbaden, 18.–21.04.2026	Deutscher Wundkongress/ Bremer Pflegekongress Bremen, 06.–08.05.2026	MedtechSummit meets automatica München, 25.–26.06.2026
	Bundeskongress Chirurgie Nürnberg, 06.–07.02.2026	Deutscher Interdisziplinärer Notfallmedizin Kongress Koblenz, 05.–06.03.2026	Altenpflege Essen, 21.–23.04.2026	Jahrestagung der Deutschen Gesellschaft für Pathologie Augsburg, 28.–30.5.2026	Klinikimmobilie der nächsten Generation 17.–18.06.2026, Mainz
			Kongress der Deutschen Gesellschaft für Chirurgie Leipzig, 21.–24.04.2026	Diabeteskongress Berlin, 13.–16.05.2026	
				Deutscher Krankenhaus-Controller-Tag Potsdam, 28.–29.04.2026	
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	· Energy efficiency · Mobile resource planning · Process optimization	· Security + Crisis management	· Staff · Further education	· Financing + Insurance
Medicine & Technology	· Emergency + Intensive Care Medicine · Imaging	· Radiology · Gynecology · Trauma surgery	· Trends in radiology · IT-Systems, AI · Robotic systems	· Endoscopy · Interventional systems · Cardiology	· Surgical technique · Interventional systems · Neonatology
IT & Communication	· Documentation systems · Telemonitoring · Digital communication solutions	· IT-infrastructure · Messaging Services · Cybersecurity	· Cloud solutions · Interoperability · Artificial Intelligence (AI)	· Artificial Intelligence · Data security · Document management	· Cloud Computing · Cybersecurity · Patient portals
Hygiene	· Skin and hands · Surface disinfection · Washroom hygiene	· Reprocessing · Disinfection · Drinking water infections	· Filter technology · Disinfection · Room hygiene	· Wound care · Nosocomial infections · Mechanical processing	· UV-Disinfection · Drinking water infections · Mechanical surface cleaning
Building, Furnishing, Supplies	· Monitoring systems · Construction solution	· Smart Building · Energy and building technology · modular construction	· Sustainable construction · Guidance and orientation system	· Interior design · Floor, light, color · Green Hospital	· Energy efficiency · Hospital construction · Building technology
Laboratory & Diagnostics	· Infection diagnostics · Emergency diagnostics	· Laboratory market · Laboratory equipment	· Molecular diagnostics · Biomarker	· Central laboratory · Point of Care	· Lab automation · Digital pathology

Dates & Contents

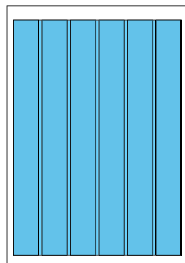
Issues	8–9 August September	10 October	11 November	12 December
Publishing date	02.09.2026	01.10.2026	04.11.2026	09.12.2026
Advertising deadline	07.08.2026	05.09.2026	09.10.2026	13.11.2026
Editorial deadline paid content in M&K	29.07.2026	27.08.2026	30.09.2026	02.10.2026
Editorial deadline	24.07.2026	21.08.2026	25.09.2026	23.10.2026
MAIN TOPICS		Hygiene zum BZH-Kongress Labor & Diagnostik zum DKLM	Medica	
TRADE FAIR FOCUS		Freiburger Infektiologie- und Hygienekongress Freiburg, 07.–09.10.2026	Medica Düsseldorf, 16.–19.11.2026	
TRADE FAIRS	DGHM-Jahrestagung Hamburg, 28.–30.09.2026	DKLM - Jahrestagung der DGKL und Fachtagung für Biomedizinische Analytik des DVTA Hamburg, 01.–02.10.2026	RSNA Chicago, 29.11.–03.12.2026	Kongress der Deutschen Interdisziplinären Vereinigung für Intensiv- und Notfallmedizin Hamburg, 02.–04.12.2026
	Rehacare Düsseldorf, September 2026	it-sa Nürnberg, Oktober 2026	Bundeskongress Deutscher Pathologen Berlin, 22.–23.11.2025	Klinisch-Mikrobiologisch- Infektiologisches Symposium Berlin, Dezember 2026
	Jahreskongress der DGAI Berlin, September 2026	ConSozial Nürnberg, Oktober 2026	RadiologieKongress Ruhr Dortmund, 12.–13.11.2026	Beschaffungskongress der Krankenhäuser Berlin, 30.12.–01.12.2026
	Fachmesse Krankenhaus- technologie mit Fachtagung Technik im Gesundheitswesen Gelsenkirchen, 30.09.–01.10.2026	Deutscher Kongress für Orthopädie und Unfallchirurgie Berlin, 20.–23.10.2026	ZUKE Green Health online, 25.–26.11.2026	Nürnberger Wundkongress Nürnberg, Dezember
THEMEN				
Health Policy	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect	· Political frameworks and their effect
Health Economics	· Staff · Further education	· Energy · Sustainability	· Mobile resource planning · Process optimization	· Procurement & Logistics
Medicine & Technology	· Imaging · Operating room equipment · IT-Systems, KA	· Orthopedics · Interventional systems · Gynecology	· Imaging · Image reproduction systems · IT Systems, AI	· Emergency + Intensive Care Medicine · Anesthesia · Climate and Environmental Medicine
IT & Communication	· Discharge management · Digital platforms · IT-Security in the KRITIS-sector	· Network solutions · Cloud solutions · OP-Management	· Patient management · Mobile data collection · IT-Security	· Telemedicine · AI-Integration · Telematik infrastructure
Hygiene	· Washroom hygiene · Skin and hands · Digital Hygiene management	· Sustainability in hygiene · Dispenser systems · Processing and disinfection	· Room air · Hygiene monitoring · Surface disinfection	· Reprocessing of instruments · Hand disinfection · Hygiene trainings
Building, Furnishing, Supplies	· Renovation of existing buildings · Optimised use of space	· Floor, light, color · Energy efficiency	· Interior design · Facilities · Care furniture	· Energy efficiency · Bathroom and sanitary facilities
Laboratory & Diagnostics	· Personalised medicine · Biomarker · Lab-IT	· Lab automation · Infection diagnostics	· Laboratory equipment · Automation · POCT	· Central laboratory · Patient monitoring

Health Economics	Medicine & Technology	IT & Communication	Hygiene	Building, Furnishing, Supplies	Laboratory & Diagnostics
· Allgemeines Krankenhausmanagement · Arbeitszeitmodelle · Behandlungsqualität · Benchmarking · Beschwerdemanagement · Betriebliches Gesundheitsmanagement (BGM) · Betriebsorganisation · Bildungsangebote im Hochschulbereich · Blended Learning · Budgetierung · Case Management · Change Management · Controlling · Datenschutz (DSGVO) · Digitalisierung im Krankenhaus · Diversity-Strategien · Entlassmanagement · Erlösmanagement (z. B. DRG-System) · Evidence-based Management · Finanzcontrolling · Finanzmanagement · Führungskräfteentwicklung · Geschäftsführung · Hybrid-DRGs · Hygienevorschriften · Inklusion im Klinikalltag · Innovationsmanagement · Investitionsplanung · IT-Management · Klinikmarketing · Kostenrechnung · Krankenhausleitung · Kritische Ereignisse · Lean Hospital · Liquiditätsplanung · Medizinprodukterecht · Mitarbeiterzufriedenheit · Netzwerkbildung und Coaching · Neue Führungsmodelle · Notfallmanagement · Operatives Management · Organisationsmanagement · Patienten- und Versorgungsmanagement · Patientenflussmanagement · Patientenrechte · Patientenzufriedenheit · Patientenzufriedenheit und Kommunikation · Personaleinsatzplanung · Personalentwicklung · Personalmanagement · Pflegeprozessmanagement · Prozessmanagement · Qualitätsmanagement · Qualitätssicherung · Recht und Haftung · Recruiting & Onboarding · Rekrutierung internationaler Pflegefachkraft · Risikomanagement · Schichtplanung · Wirtschaftlichkeitsanalyse · Zertifizierungen (z.B. KTQ, ISO)	· Ablationssysteme · Absaug- und Spülsysteme · Alterstraumatologie · Anästhesie- und Beatmungssysteme · Angiographie-Systeme · Automatische Befundung · Automatisierte OP-Berichte · Ballon-Dilatatoren · Beatmungssteuerung · Bildgebung im OP · Biopsiesysteme · Computertomographie · Echtzeit-Überwachung · Elektrophysiologiegeräte (HF-Chirurgie, Argon-Plasma) · Elektrokardiogrammen · Endoprothetik · Endoskopie- und Laparoskopie-Systeme · Exoskelette · Frauenheilkunde & Geburtshilfe · Gynäkologische Erkrankungen & Onkologie · Hand- und Fußchirurgie · Herzkatheter · Implantate · Interventionelle Kardiologie · IT-Integration · Katastrophenmedizin · Katheter · KI-gestützte Bildanalyse · Knie- und Hüftendoprothetik · Koronarangiographie · künstliche Herzunterstützungssysteme (LVAD) · Magnetresonanztomographie · medizinische Robotiksysteme · minimal-invasive Verfahren · molekulare Tumorboards · Navigationssysteme · Neonatologie · Notaufnahme · Nuklearmedizinische Verfahren · OP-Dokumentations- und Videomanagementsysteme · OP-Ausstattung · Orthesen & Prothesen · Palliativmedizin · PET - Positronen-Emissions-Tomographie · Polytraumaversorgung · Pränatal- und Perinatalmedizin · Qualifikationsmanagement · Rauchgasabsaugungssysteme · Reanimation · Rehabilitation & Bewegungsschienen · Rettungsdienst · Röntgendiagnostik · Schockraumversorgung · Senologie · Sepsis · Stents · Thoraxeingriffe · Tumorentfernung · Ultraschalldiagnostik / Sonographie · Unfallchirurgie · Wirbelsäulenchirurgie	· Abrechnungslösungen · Apps · Arbeitsplatzsysteme · Archivierung · Big Data · Cloud Computing · Datenaustausch · Datenmanagement · Datensicherheit · DIGA · Digitale Gesundheitsversorgung · Digitale Identität · Digitale Kommunikationslösungen · Digitale Notfallversorgung · Digitale Plattformen · Digitale Ressourcenplanung · Digitaler Zwilling · Dokumentenmanagement · Drucker/Netzwerke · e-Learning · Elektronische Patientenakte · Entlassmanagement · Entscheidungsunterstützungssysteme · eRezept · Hardware · Internet of Things IoT · Interoperabilität · IT in der Pflege · IT-Infrastruktur · IT-Sicherheit · Kennzeichnungslösungen · KI-gestützte Systeme · KIM (Kommunikation im Medizinwesen) · KIS RIS PACS · Konnektoren · Künstliche Intelligenz KI · Managed Services · Medical Apps · Medikationsmanagement · Messenger-Dienste · Mitarbeiter-Apps · Mobile Health · Netzwerklösungen · Online-Terminvergabe · OP-Management · Patientenportale · Personaleinsatzplanung · Pflegedokumentation · Pflegeprozessdokumentation · Prozessoptimierung · Robotik · Spracherkennung/LLM · Telematikinfrastruktur · Telemedizin · Telemonitoring · Vernetzung · Vernetzung · Virtual Reality	· Abwasser · Antibiotic Stewardship ABS · Antibiotikaresistenzen · Aufbereitung · Ausbruchmanagement · Desinfektion · Filtertechnik · Flächendesinfektion · Händedesinfektion · Haut und Hände · Hitzeschutz · Hygiene im Bau · Hygienemanagement · Hygiene-Monitoring · Hygiene-Schulungen · Infektionsprävention · Maschinelle Aufbereitung · MRE · MRSA-Screening · Nachhaltigkeit in der Hygiene · Raumdeshinfektion · Raumlufthygiene · Schutz + Desinfektion · Spendersysteme · Sterilgutversorgung · Surveillance · Trinkwasserinfektionen · UV-Desinfektion · Waschraumhygiene · Wasserfilter · Wiederaufbereitung von Instrumenten · Wundmanagement	· Außenanlagen · Bad und Sanitär · Bauliche Trennung sensibler Bereiche · Bodenbeläge · Building Information Modeling (BIM) · Digitale Assistenzsysteme · Digitalisierung im Bauprozess · Elektronische Schließsysteme · Energetische Sanierung · Entbindungsbetten · ESG-Kriterien (Environmental, Social, Governance) · Farben, Lacke, Bautenschutz · Farbkonzepte für Healthcare-Immobilien · Gestaltung von Räumen · Green Hospital · Green Logistics · Healing Architecture · Hochsicherheitskameras · Hygienekonzepte · Inbetriebnahme- und Umzugsplanung · Infrastrukturplanung · Investitionsplanung und Finanzierung · Kautschuk-Bodenbeläge · Klimaneutralität · Klimatechnik · Klinikmöbel · Krankenhausplanung & Bedarfsanalyse · Lichtkonzepte · Lieferkettenmanagement · Logistik- und Materialversorgung · Mietberufsbekleidung · Modulbau · Nachhaltiges Bauen · Notausgangs- und Fluchttürlösungen · OP-Leuchten · Orientierungssysteme · Overnight-Versand · Pflege- und Klinikbetten · Pflege- und Senioreneinrichtungen · Planung effizienter Materialflüsse · Qualitäts- und Umweltmanagementsysteme · Raumkonzepte für Notaufnahmen · Raumlufttechnik · Roboter in der Pflege · Sanitärsysteme · Sicherheits- und Brandschutzkonzepte · Sichtschutzsysteme · Smarte Zutrittslösungen · Soziale Quartierskonzepte für Senioren · Speisenversorgung, Catering · Sterilgutlogistik · Stromversorgung · Systemmöbel · Textilien · Umbau im laufenden Betrieb · Wasserfiltration · Zutrittslösungen	· Biobank · Biomarker · Digitalisierung · Endokrinologie · Entscheidungsunterstützungssysteme · Fachkräfte · Früherkennung und Therapieplanung · Hämatologie · Hämostaseologie (Gerinnungsdiagnostik) · Humangenetik · Infektionsdiagnostik · KI-gestützte Diagnostik · Klinische Chemie und Immunchemie · Kreislaufwirtschaft, Abfallmanagement · Laborautomation · Laborinformationssysteme · Labor-IT · Labortechnik · Laborverbünde · Lieferkettenoptimierung · Mikrobiologie · Molekulare Diagnostik · Nachhaltigkeit und Ressourcenmanagement · Next-Generation Sequencing (NGS) · PCR/Sequenzierung · personalisierte Medizin · Point-of-Care-Testing (POCT) · präventive Medizin · Qualitätsmanagement · Toxikologie · Transfusionsmedizin

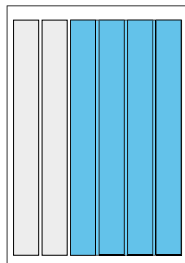
Prices & Formats

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

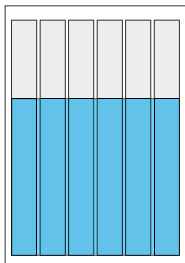
1/1 Page
Width: 325 mm
Height: 455 mm
(6 columns)
€ 10,765



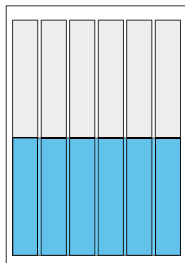
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€ 8,760



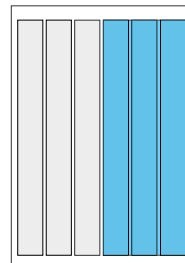
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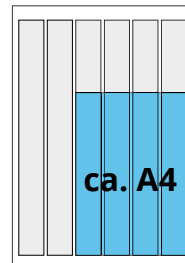
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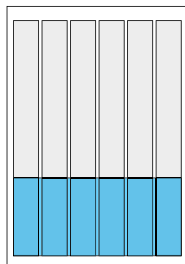
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€ 8,250



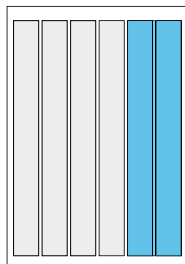
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(4 columns)
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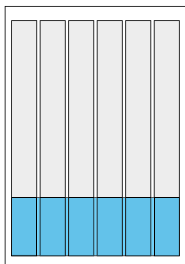
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€ 5,470



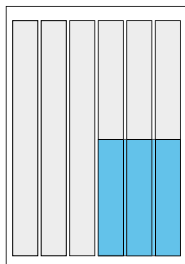
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Height: 455 mm
(2 columns)
€ 5,470



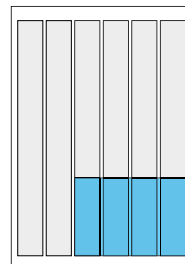
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€ 4,990



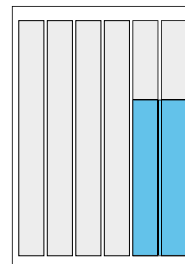
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€ 4,990



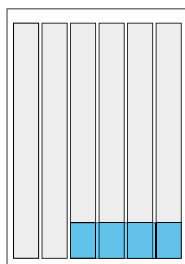
1/5 Page landscape
Width: 215 mm
Height: 152 mm
(4 columns)
€ 4,365



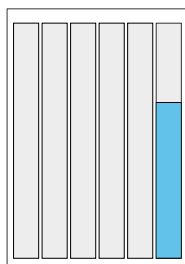
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(2 columns)
€ 4,365



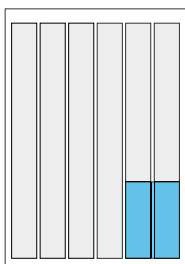
1/10 Page landscape
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Height: 74 mm
(4 columns)
€ 2,545



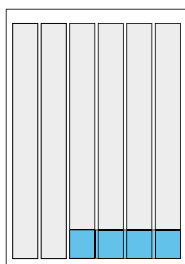
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Width: 50 mm
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(1 columns)
€ 2,545



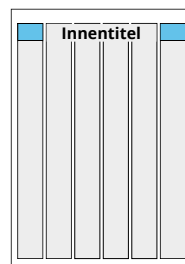
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€ 2,545



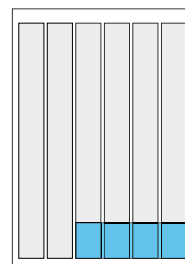
1/12 Page landscape
Width: 215 mm
Height: 57 mm
(4 columns)
€ 2,280



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 7.

Advertisements by millimetre³

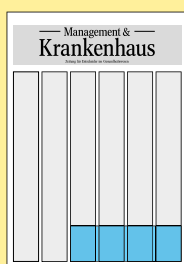
(Price per single column/50 mm)

Standardposition € 12.00/mm

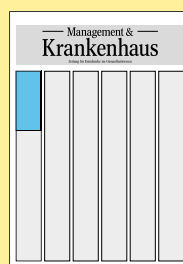
Job ads (4c) see page 20

Premium-Positions

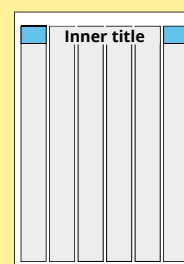
Title page, Footer
Width: 215 mm
Height: 94 mm
(4 columns)
€ 5,560



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

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 20

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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 2025 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

Focus on visibility

The generous space of the newspaper format offers maximum visibility and allows your content to stand out.

The newspaper layout makes it possible to present extensive and detailed information in a clear and concise manner, which is particularly advantageous when dealing with complex topics.

The larger surface area also provides more space for images and graphics that support your message and make it visually appealing.

Due to its high readability and large-scale layout, this format is ideal for advertisements and detailed

editorial articles. It attracts readers' attention and ensures that important information is not overlooked.

Advertisements in newspapers reach a wide audience and ensure that your company or brand gains a strong presence and effectively appeals to potential customers.

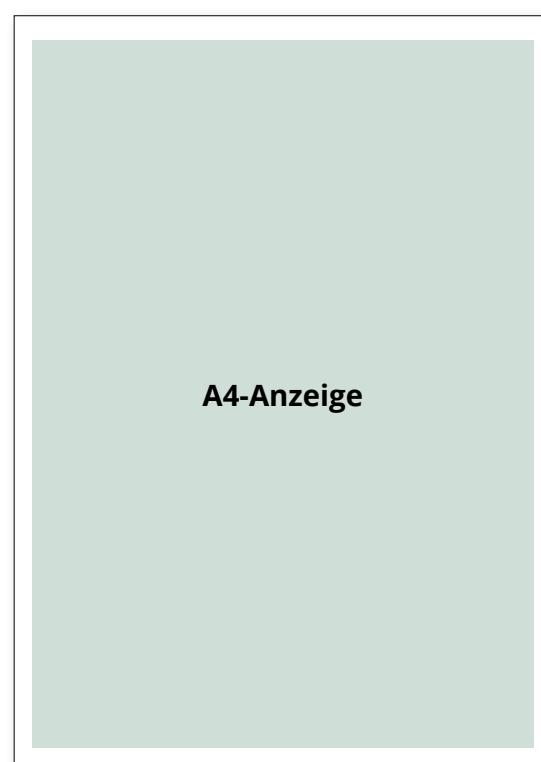
In addition, advertising space in a newspaper offers excellent value for money. So investing in the newspaper format is worthwhile thanks to the increased visibility and greater reach.



Optimal price-performance ratio in newspaper format

Example: an A4 ad in a magazine corresponds to a ½-page corner box in a newspaper.

Take advantage of the low price per millimetre of our newspaper format!



Advertorial

Management & Krankenhaus is an established trade journal that enjoys a high level of trust thanks to its neutrality and independence. Strengthen your credibility and authority in your field with an article in Management & Krankenhaus.

High-quality content forms the essential basis for successful marketing. Its strategic distribution is essential in order to be effective. Through the thoughtful use of content, you can not only increase the engagement of your desired target group, but also generate new leads. In this way, you promote awareness, strengthen trust in your brand and create sustainable added value for your company.

Advertorials enable you to inform readers of Management & Krankenhaus with original content produced by you or your PR agency with the aim of promoting your company's profile, image and system solutions. The article conveys your industry expertise, establishes your company's experts as opinion leaders in the market and, in turn, has a positive effect on brand perception.

Your contributions will appear in the look and feel of the editorial content of Management & Krankenhaus, both in print and online, and will include the author's name and contact information for feedback and enquiries.*

Do you require assistance?

We are happy to provide you with an experienced journalist who, after a brief briefing, will create high-quality content tailored precisely to your topic.

Please do not hesitate to contact us!



1/1 page
Price: € 10,765

9,000 characters incl. blanks
+ 4 illustrations



1/2 page
Price: € 8,250

5,000 characters incl. blanks
+ 2 illustrations



1/4 page
Price: € 4,990

3,500 characters incl. blanks
+ 1 illustration

Advertorials in Management & Krankenhaus

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

	M&K HAUPTAUSGABE		
	Basic	Advanced	Professional
Umfang	1/4 page text advertisement with 3,500 characters + 1 illustration or graphic	1/2 page text advertisement with 5,000 characters + 2 illustrations or graphic	1/1 page text advertisement with 9,000 characters + 4 illustrations 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

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

Exclusive 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

Trade fair packages

Your trade fair spotlight 2026: Print + Digital

Modular cross-media package - usable for DMEA, DGKH-Congress, German Radiology Congress, DKLM Annual Conference and Freiburg Hygiene Congress

Package 1: Print + Digital

Objective: Combined presence in print and online – for trust & reach

Scope of services:

- **Special report in the magazine:** editorially accompanied or as an advertorial on the product or topic of the trade fair 3,500 characters incl. spaces and 1 illustration, thereafter 12 months online at www.management-krankenhaus.de
- **Print advert:** ¼ page in 4 c in the appropriate editorial environment
- **Feature in special newsletter for the trade fair:** focussing on product solution, expert statement or application, feature with text and image, additionally on www.management-krankenhaus.de
- **Social media post:** optional LinkedIn boost for additional reach

Added value: combination of print presence and digital attention to maximise the appeal to the trade fair target group

Trade fair special price € 5,500 plus VAT.

Package 2: Online Only

Objective: Fast digital reach & high interaction

Scope of services:

- **Feature in the special newsletter for the trade fair:** focussing on product solution, expert statement or application, feature with text and image, additionally on www.management-krankenhaus.de
- **Online banner:** Skyscraper, leaderboard or rectangle, run of site
- **Online advertorial or whitepaper:** e.g. field report or product application, , trade fair news
- **Social media boost:** LinkedIn post with image or video (optional), additional boost!
- **Added value:** online campaigns can be implemented quickly, are flexible customisable and offer direct visibility - ideal if you want to react quickly to market changes, trade fairs or current topics.

Trade fair special price € 4,300 plus VAT.

Decision-makers reached

	Primary Gatekeeper	Final Release	Strong Influencers, Stakeholder
DMEA	· IT Management · Project Management · Purchasing	· Management · Commercial Management	· Department Heads (Medical Services, Nursing, Controlling)
DGKH Kongress / Freiburger Hygienekongress	· Hygiene Department · Hygiene Officer · Purchasing · Nursing Service Management	· Management · Commercial Management	· Ward Managers · Occupational Safety · Company Physician · Technical Management (for equipment)
Deutscher Röntgenkongress	· Chief Physicians of Radiology · Senior Radiographer · Medical Technology Management · Purchasing	· Management · Commercial Management	· Radiologists · IT Management (PACS/RIS/AI) · Specialized Departments (e.g., Oncology, Cardiology)
DKLM Jahrestagung	· Laboratory Manager · Senior Medical Laboratory Technician · Purchasing	· Management · Commercial Management	· Laboratory Specialists · IT Management · Senior Biomedical Analysts · Specialized Departments



Premium-Packages

Cross-media package A): Print + Online

Ideal for: product launches, innovation presentations and brand branding with maximum reach

Print

- ¼ advertisement (width 325 mm x height 114 mm)
Vertical or classic formats also available
- Advertorial accompanying the advertisement with up to 3,500 characters including spaces + 1 illustration
- Placement in a suitable editorial context (e.g. section, department, innovations and expert articles)

Online

- 2 weeks as top teaser: Your advertorial will be presented as a top teaser, then remain visible on www.management-krankenhaus.de for a further 12 months.
- Newsletter feature: Inform your decision-makers directly in their inbox.
- Social media posting: Promotion of your advertorial to expand your reach.

Special price*: € 6.200 plus VAT.

Online-Package B): Digital Only

For rapid awareness raising and targeted branding, particularly suitable for innovations and expert content

- Advertorial/expert article 4,000 characters + 2–3 images on www.management-krankenhaus.de plus 2 weeks of marketing boost in the top teaser, directly next to the editorial content, pool position in online, run of site
- 4 weeks of banner advertising leaderboard 728 x 90 px, your brand branding
- Newsletter feature with accompanying text and image – for your targeted approach and additional visibility on our website
- Social media promotion on M&K channels as posting, reach expansion

Special price*: € 4.300 plus VAT.

Why is advertising necessary?

By booking this package, you secure exclusive placement of your content in print and online, as well as targeted communication with your target groups across all relevant channels.

Did you know?

Over 60% of our readers access our website via mobile devices. This shows that our formats are in tune with the times and that your content is visible exactly where your target group is looking for it.

What are the advantages?

- Fast action and immediate awareness
- Visibility alongside relevant editorial content
- Statistics and analyses for informed insights

Analysis

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

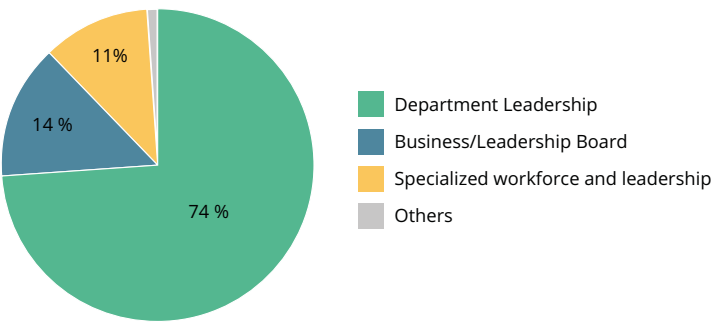
The readers of **Management & Krankenhaus** are senior and mid-level managers.

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 IVW Q2/2025	Copies
Circulation	33,240
Print	14,333
Trade Shows	575
Sold (incl. subscriptions)	2,324
Archive	30
ePaper	18,907

Geographical distribution	%
Germany	91.68
Austria	5.54
Switzerland	2.61
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.

Top Feature Portal (Content ad)*

Promote your product, your application note, your event or any other highlight on the "cover page" of **management-krankenhaus.de**. Reach your target group 24/7/365.

Scope of Service: Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information

Running Time: 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portals database € 1,900

Combo offer: Feature on Portal + Newsletter € 2,950

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

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**

*the mobile optimized version requires an additional Medium Rectangle format (300 x 250 px)

**"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).

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 € 1,500 / 6 months

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 € 1,500 / 6 months

See next page for technical specifications

Desktop

Top Feature € 1.900

Leaderboard € 2,050

Wide Skyscraper € 1,950

Medium Rectangle € 1,850

Particularly popular: our mobile view

Deadline for paid content portal:
7 working days before publication

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

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
Content Ad direct: Teaser linked directly to you		€ 1,420

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	€ 1,420
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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 € 2,950

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.

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 (animated banner possible)

Target-website

Please tell us the exact URL, where your banner should be linked to.

Newsletter on LinkedIn

Circulation: weekly

Webcast

Data format: Youtube link

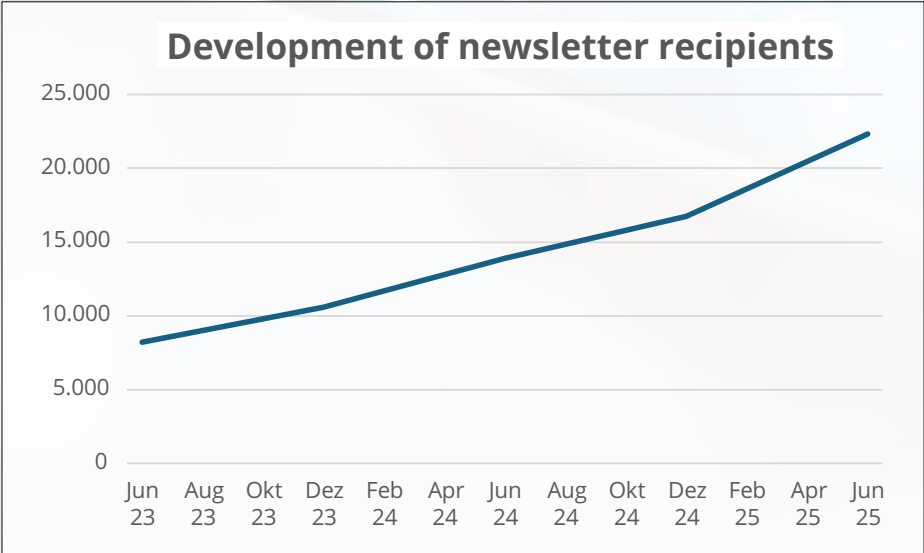
Do you know our Youtube-Channel?
www.youtube.com/@management-krankenhaus

Newsletter: Topics +Dates

Month	Newsletter Issue Alert	Regularly Newsletter	Trade fair and topic newsletters
January		20.01.2026	
February	03.02.26	10.02.2026	
		24.02.2026	
March	03.03.26	10.03.2026	
		24.03.2026	Altenpflege
April	31.03.26	07.04.2026	DMEA
		14.04.2026	DMEA
		21.04.2026	DGKH-Kongress
		28.04.2026	Radiologiekongress
May	05.05.26	12.05.2026	
		26.05.2026	
June	16.06.26	09.06.2026	Hauptstadtkongress
		23.06.2026	
July		14.07.2026	Labor & Diagnostik
August		11.08.2026	BEV
September	01.09.26	08.09.2026	Klinik-IT
		22.09.2026	
October	29.09.26	06.10.2026	BZH-Kongress
		13.10.2026	DKLM-Jahrestagung
		20.10.2026	
November	03.11.2026	10.11.2026	Medica
		24.11.2026	
December	08.12.26	15.12.2026	



Subscribe to our newsletter:
www.management-krankenhaus.de/newsletter-bestellen



Use our M&K e-Talks for your presentation

March 2026

Topic: Change management in hospitals

Target group: Company managers, administrative managers, Medical directors, IT managers, IT security officers, technical managers, purchasing managers

June 2026

Topic: Cyber security

Target group: Company managers, Administrative managers, medical management, IT manager, IT security officer, Technical management, purchasing manager

September 2026

Topic: Imaging procedures

Target group: Radiologists, ultrasound providers, imaging providers

October 2026

Topic: AI in medicine

Target group: Chief physicians, physicians, assistant doctors, providers

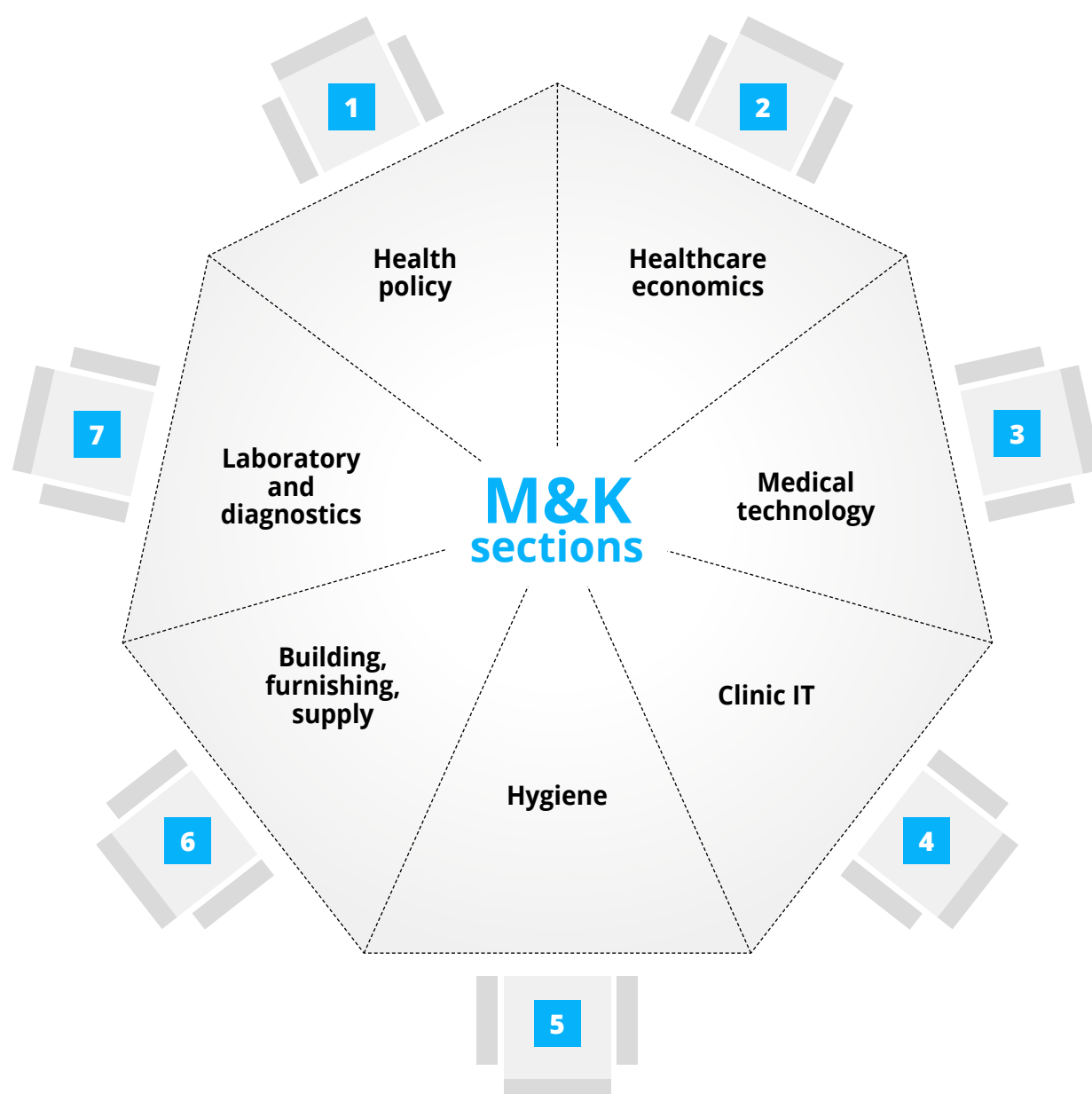
November 2026

Topic: Green Hospital, Improve environmental balance

Target group: Hospital architects, interior designers



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 100,000 decision makers
& users in German clinics

Print + online for
optimal reach

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

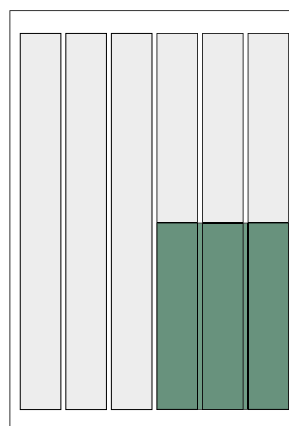
30 days – € 435
60 days – € 720
Scope of services:
Teaser-Text + PDF
of the ad



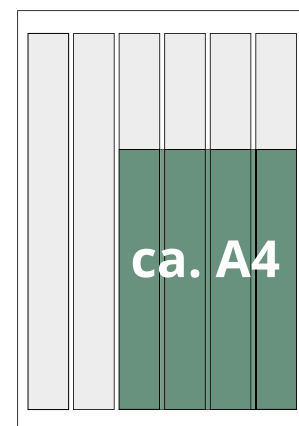
www.management-krankenhaus.de/jobs

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



Job Advertisements

(Price per single column/50 mm)

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

Move Beyond Advertising

Creating deeper and meaningful connections with audiences across science, technical, and engineering.



Whether it be lead generation, brand awareness, virtual events, or trusted content, we can help you find the right marketing mix and channels to reach your goals with expert teams, content strategy, and project management to reach your objectives. Explore how you can create deeper, meaningful connections with our content and event solutions on the Wiley Focus.

Content Solutions

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



Article Collections

Build credibility and positioning with professionals through association with a curated collection of quality articles they value and in topic areas important to your brand.



Expert Insights

Share expert knowledge through sponsored publications, eBooks, whitepapers, and article collections that establish your authority and generate qualified leads.



How-to Guides

Sponsor quick, actionable content that positions you as a thought leader, for providing step-by-step guides to professionals that can be reused throughout their career.



Amplifiers

Boost engagement further with memorable additional content and touchpoints such as an infographic, content feed, eLearning, expert commentary, translations, and more.



Knowledge Hub

Create a dedicated online learning destination for your target audience for long-term engagement, continuous lead generation, consistent content delivery, and brand authority.

Event Solutions

Deliver relevant, focused engaging virtual experiences to gain brand authority with your target audience through:



Webinars

Showcase and share your expertise and valuable scientific and industry insights to receive direct audience engagement and interactions.



Virtual Events

Create a digital experience connecting your brand with your target audience in a trusting learning environment that drives perception, leads, and showcases your expertise.



Wiley led Virtual Events

Discover quality virtual events and expert KOL speaker sessions ready for sponsorship to elevate your brand and to capture quality leads.

View our [virtual event calendar](#).

Your strategic partner for exceptional audience reach and content strategy.

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 understanding your objectives. From there, our subject matter experts will work with you to design a high-impact program that brings your solutions and messages to science and industry professionals' everyday work and discovery journey. We make it easy for you from start to finish to set up a plan for success.

Ready to give your message more visibility?

Discuss creating a full marketing mix of advertising and content solutions, reach out to your account manager, or email us at corpsolutions@wiley.com

Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

- (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
- (c) **“Customer”** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **“Reprint”** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).
- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **“Terms”** means these terms and conditions.

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- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any ‘impression goals’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as ‘100% sponsorships’ will not be subject to any impression or viewability guarantees.
- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

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 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
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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):
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 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

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

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Advertising and Reprint Production Terms and Conditions

PRICING

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

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