

# Media Kit 2022

Website  
Newsletter  
Standalone  
Videos



*International healthcare professionals want to hear your message, clearly and dynamically designed.*

## Visitors by profession

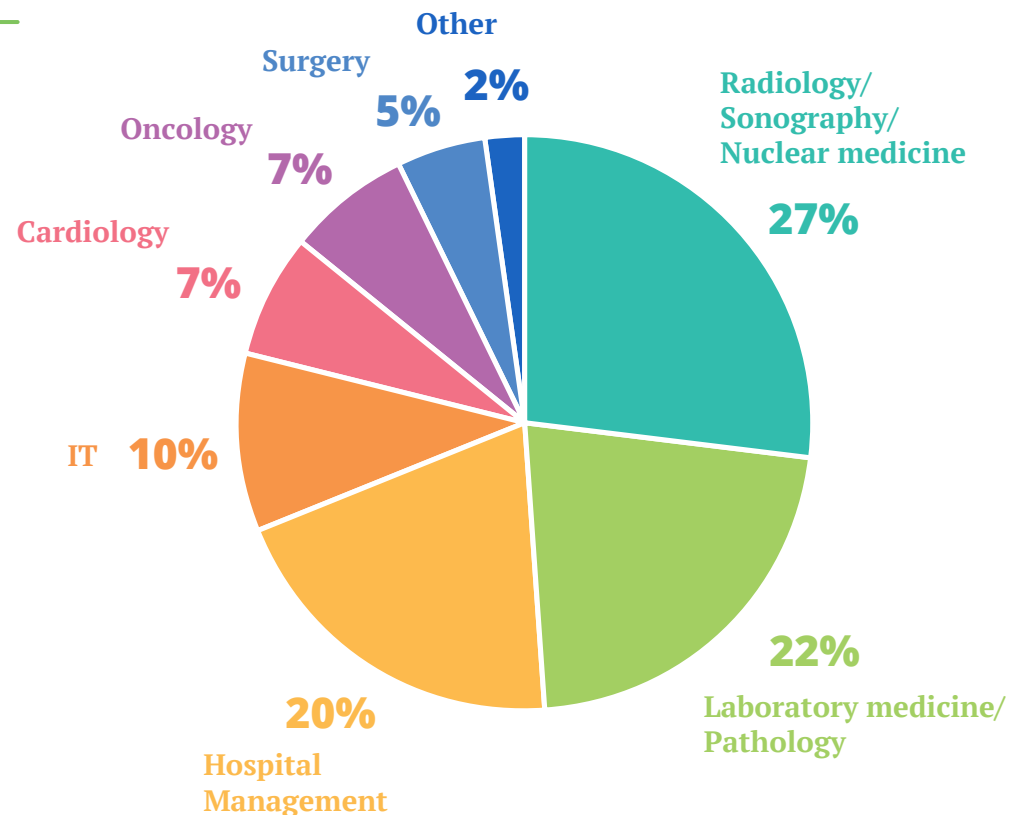
*healthcare-in-europe.com (HiE) is a platform for the latest trends in medical technology, innovative procedures and advances in medical research.*

We cover a broad range of topics from diagnostic imaging, therapy, eHealth, automation, lab and digital pathology to market trends and healthcare insights.

Hot topics and company news are published in real-time.

*healthcare-in-europe.com* is a high traffic portal for relevant news, interviews, background reports and case studies.

We are your guide to the world of medical technology in hospitals and clinics in Europe.



**400,000**

page visits per month

**325,000**

unique visitors per month

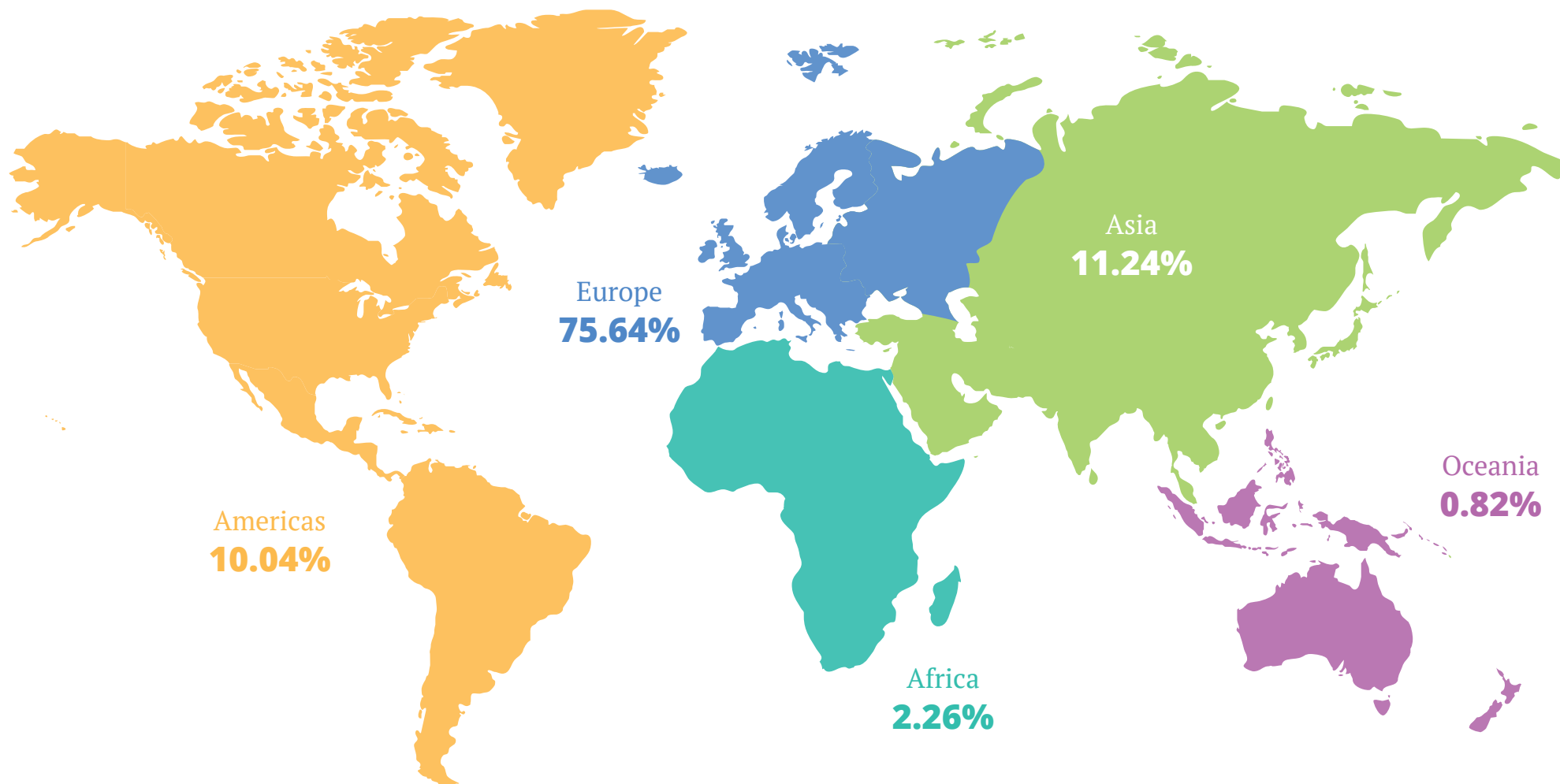
**20,000**

newsletter subscribers

**3-4 min**

average visit time

## Percentage of users by area



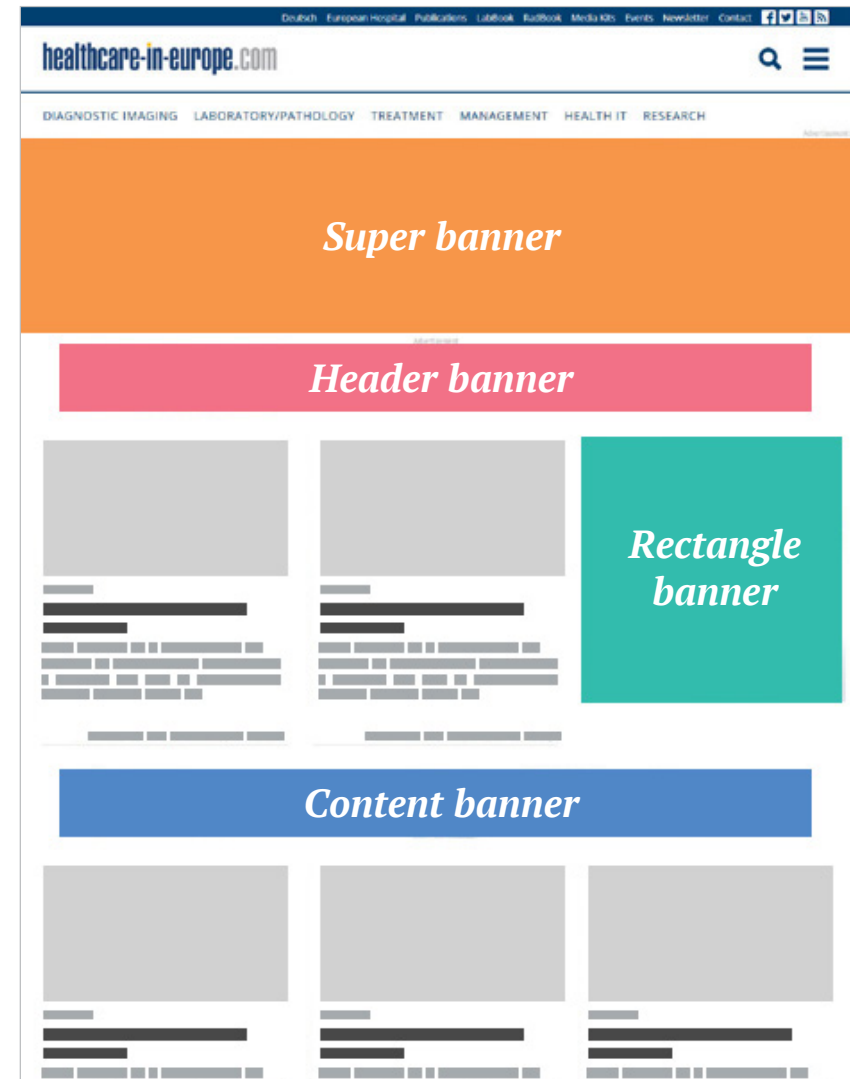
## Website banners

Formats	Prices in €		Specifications
	<i>International (English)</i>	<i>D-A-CH (German)</i>	
Super banner (1 week*)	1,500	1,100	2800 x 600px (Desktop); 400 x 600px (Mobile)
Interscroller banner*	1,700	1,300	1 background image (2400 x 1350px), 2 foreground images 1800 x 1200px (Desktop); 750 x 1120px (Mobile)(PNG, must have transparency)
Header	3,500	2,400	1150 x 100px (Desktop) 690 x 75px (Tablet) 270 x 270px (Mobile)
Content	2,900	1,900	
Rectangle	2,500	1,700	400 x 400px
In-article	2,900 – 13,900**	1,900 – 9,100	690 x 75px (Desktop) 270 x 270px (Mobile)
Skyscraper	2,900	1,900	160 x 600px
Bundles	Prices on request		

\* Banner runtime is 4 weeks, except for super and interscroller banners.

\*\* Prices depend on the number of categories/keywords  
For runtimes less than 4 weeks, a handling surcharge  
will be added (2 weeks: +5%; 1 week: +10%).

Supported file types: **JPG or PNG**  
JavaScript/Flash/Shockwave/Audio **cannot** be incorporated.  
Please include a **link to URL of your choice**  
Placement of cross-section cookies is **not permitted**



The material for banner ads must be  
submitted **2 weeks prior to publication**  
to guarantee smooth upload and timely  
start of the campaign

Additional fees apply when paying with PayPal  
Banner placements may be subject to rotation  
(up to 4 banners)

## Sponsored articles

Formats	Prices in €		Specifications
	International (English)	D-A-CH (German)	
Square	2,500	1,800	Copy: 4,000 characters max. (.doc/.docx/.rtf/.txt document) 1- 3 images (min. width 1500px) Supported file types: JPG, PNG or HTML Link to URL of your choice
Widescreen	2,800	2,200	
Product of the Month (POM)	2,500	1,800	
Video ad	2,500	1,800	Copy: 500 characters max. (.doc/.docx/.rtf/.txt) 1 video - URL to YouTube or Vimeo video or video file (.mp4/.mov/.wmv/.mpg and most other common formats) Optional: 1 image file for preview (JPG/PNG; min. width 1500px)

Runtime for sponsored articles is 4 weeks. After this period, the article will remain available in our website's archive.

For runtimes less than 4 weeks, a handling surcharge will be added  
 (2 weeks: +5%; 1 week: +10%).

The material for ads must be submitted 2 weeks prior to publication to guarantee smooth upload and timely start of the campaign.

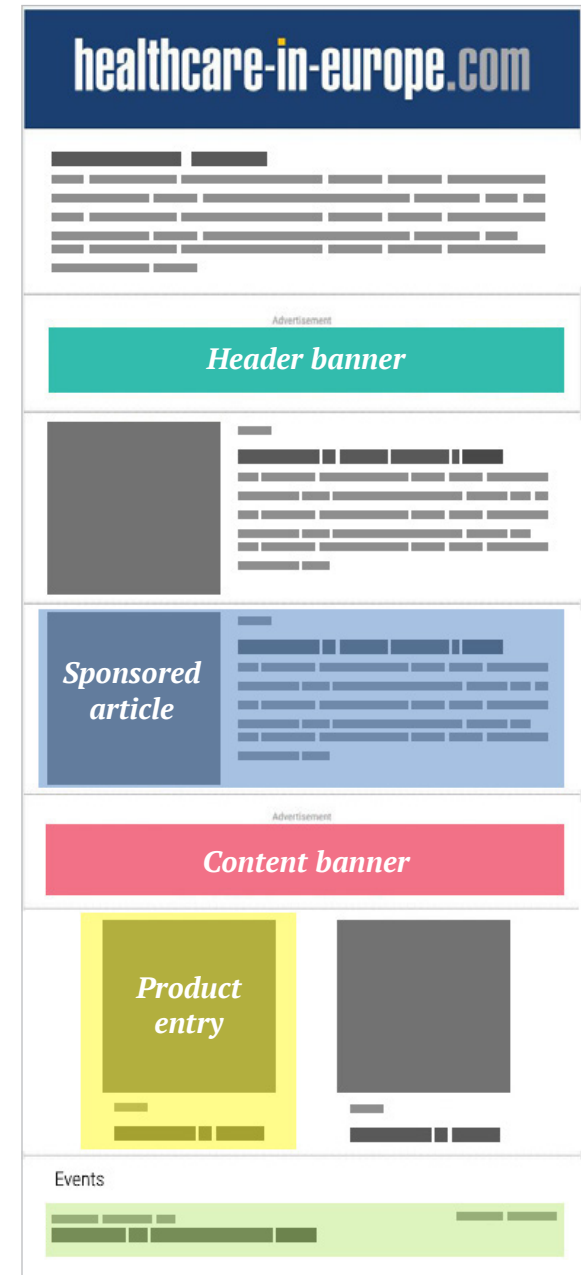
JavaScript/Flash/Shockwave/Audio cannot be incorporated.



## Newsletter

Formats	Prices in €		Specifications
	International (English)	D-A-CH (German)	
Header banner	1,800	1,200	590 x 75px (Desktop/Tablet) 270 x 270px (Mobile)
Content banner	1,600	1,100	
Sponsored article	1,700	1,200	<p>Copy: 4,000 characters max. (.doc/.docx/.rtf/.txt document)</p> <p>1- 3 images (min. width 1500px)</p> <p>Supported file types: JPG, PNG or HTML</p> <p>Link to URL of your choice</p> <p>Please provide 1 preview image (550x550px, JPG or PNG)</p>
Product entry	500	400	Product photo, copy (4.000 characters max.)
Event promotion	400	300	Event name, date/duration, URL

- Reach up to 42,000 healthcare professionals by placing your banner and text ad in our newsletter!
- Frequency: bi-weekly (international); monthly (D-A-CH) & covering selected events



## Co-branded newsletter



Sehr geehrte/r Leser,

Auf dem RSNA 2020 setzte sich die Branche erneut mit spannenden Fragen auseinander: Wie lassen sich Workflows coronakonform umgestalten? Transportieren Algorithmen Vorurteile? Wie kann KI diagnostische Bildgebung in ärmeren Ländern unterstützen? Ansätze zu diesen und weiteren wichtigen Trends möchten wir Ihnen in Kooperation mit Philips Healthcare präsentieren.

Viel Spaß beim Lesen!

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Experten aus den USA und China berichten

**KI in der Covid-19-Forschung**

Wie lässt sich Künstliche Intelligenz (KI) sinnvoll in radiologische Workflows einbinden? Eine Expertengruppe aus den USA und China beleuchtete den Einsatz von KI während der Covid-19-Pandemie und identifizierte aktuelle Herausforderungen...

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"Winning Workflows"

**Mehr Effizienz in jeder Phase der Bildgebung**

Der Begriff „Winning Workflows“ beschreibt Arbeitsabläufe, die Menschen, Daten und Technologien vernetzen, um präzisere Diagnosen zu erstellen. Was genau bedeutet das für die Radiologie? Philips hat sich gemeinsam mit seinen Kunden zum Ziel...

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KI ohne Vorurteile

**Deep Learning gegen Diskriminierung im Brustkrebs-Screening**

Künstliche Intelligenz (KI) kann dazu beitragen, Benachteiligungen und Voreingenommenheiten (Bias) in der Gesundheitsversorgung zu erkennen und zu...

*Target groups can be selected by specialties and countries.*

## Standalone newsletter



Accurate. Easy to use. Designed for you.

Introducing the Thermo Scientific™ Cascadian™ SM Clinical Analyzer

[Find out more](#)

Are you looking to implement gold standard LC-MS/MS technology in your lab? We've got the solution!

We're giving you access to the first fully automated clinical analyzer with integrated LC-MS/MS technology for small molecule analysis. Our system makes the power of LC-MS/MS more accessible to clinical labs, since it's been designed to operate like a typical analyzer. As such, you can benefit from accurate data that are fully traceable, while standardizing results across labs and...

	International (English)	D-A-CH (German)
Co-branded newsletter including 1 sponsored article; additional editorial services on request	€ 3,900	€ 2,900
Standalone newsletter	Prices on request	



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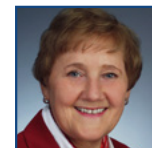
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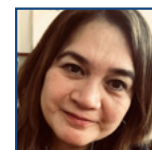
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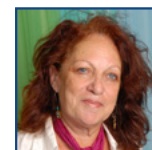
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Our terms and conditions can be found on the following page and at [www.healthcare-in-europe.com](http://www.healthcare-in-europe.com)



# Terms & Conditions

## 1 Advertising order

- 1.1 An advertising order in terms of these General Terms and Conditions is a contract to place advertising in one or more forms with information and communications services, esp. the internet, for the purposes of distribution, concluded between the principal and Mediengruppe Oberfranken - Fachverlage GmbH & Co. KG ("mgo FV").
- 1.2 The advertising order is subject solely to these General Terms and Conditions, the media data as well as the technical specifications, all of which constitute essential contractual elements. Any general terms and conditions of the principal or other advertiser are deemed expressly inapplicable to the extent they deviate in any way from these General Terms and Conditions. Analogously orders for advertising placement pertaining to online media or other media are subject to the respective general terms and conditions of the relevant media.

## 2 Advertising

- 2.1 Advertising in terms of these General Terms and Conditions may be composed of one or more of the following elements, e.g.:
- » an image and/ or text, sound and/ or moving images (among other things banners/ buttons),
  - » a sensitive surface that establishes a connection to other data when activated (clicked) via an online address designated by the principal, subject to the control of the principal (e.g. a link),
  - » text placed in a newsletter.
- 2.2 Advertising that cannot be immediately recognised as such by virtue of its design will be conspicuously identified as advertising.

## 3 Conclusion of contract

- 3.1 Subject to individual agreements to the contrary, the contract is only deemed concluded by means of confirmation rendered in writing or by e-mail message or distribution of the order on line. The General Terms and Conditions also apply to confirmations rendered orally and by telephone.
- 3.2 To the extent orders are issued by advertising agencies, the contract is concluded with the advertising agency, subject to other written agreements. If an advertiser is to be the principal, then he must be identified by the advertising agency. mgo FV is entitled to demand evidence of an engagement from the advertising agency.
- 3.3 Advertising for goods or services from more than one advertiser within the same advertisement (so-called association or collective advertising) requires the conclusion of an additional agreement either in writing or via e-mail message.
- 3.4 No exclusion of competition is possible.

## 4 Placement

- 4.1 If the principal does not express a placement preference for the advertising, the contract is deemed concluded by confirmation of the scope defined in the order. The advertising is placed with the agreement of the principal. Should this not be possible, mgo FV decides exercising reasonable discretion and giving the greatest possible account to the interests of the principal.
- 4.2 Only spaces stated in the respectively valid price list, resp. technical guidelines will be used for placement of advertising.

## 5 Completion deadline

If when concluding the contract the principal is granted the right to call-up individual advertisements then the order is to be completed within one year after the contract is concluded.

## 6 Extension of order

When concluding contracts, the principal is entitled to call up additional advertising beyond that stated in the order within the agreed period and/ or the time limit stipulated under No. 5, subject to available capacity.

## 7 Reimbursement of discounts

- 7.1 If an order is not fulfilled for reasons beyond the control of mgo FV then the principal is obliged to reimburse mgo FV in the amount of the difference between the discount granted and the discount actually utilised, without prejudice to any other legal duties.
- 7.2 If not otherwise agreed the principal is entitled to claim retroactively his discount of his actual advertising utilised within one year, if he concluded a contract at the beginning of the time limit which entitles him to an discount based on the media data.
- 7.3 The claim for the discount lapses if it is not asserted within three months after the deadline year expired.

## 8 Data delivery

- 8.1 The principal is obliged to supply proper advertising material, in particular conforming to mgo FV technical specifications in a timely manner prior to publication date. The principal bears the risk for transmission of the material designated for publication, in particular the risk of data loss. Data media, photographs or other documents belonging to the principal will be returned to him upon demand at his own expense and risk.
- 8.2 The duty of mgo FV to retain the advertising materials ends three months after their last publication.
- 8.3 The principal is to bear the costs incurred by mgo FV for changes to the advertising materials desired or caused by him.

## 9 Refusal authority

- 9.1 mgo FV reserves the right - even in individual call-ups in the context of a contract concluded - to reject or block advertising orders at any time, if
- » their content violates the law or government regulations or
  - » their content is subject to a complaint before the German Advertising Council (Deutschen Werberat) or
  - » their publication is unreasonable for mgo FV due to the content, origin or technical form.
- 9.2 In particular, mgo FV can withdraw advertising material already published if the principal subsequently changes the content of the advertising material or subsequently alters the data to which the link refers and thus satisfies the conditions of paragraph 1.
- 9.3 If the principal is warned or has already rendered a cease and desist undertaking pertaining to certain advertising content, he is obliged to inform mgo FV of this in writing without delay. If the principal fails to comply with this duty, mgo FV may refuse any and all co-liability for damage arising from a repeated publication of the objectionable advertising.

## 10 Legal warranties

- 10.1 The principal warrants that he holds all the rights required for placement of the advertising material. The principal indemnifies and holds mgo FV harmless for all third party claims in the context of this advertising order that might arise due to violation of statutory regulations. Furthermore mgo FV is released from the costs of any legal defence that may be necessary. The principal is obliged to support mgo FV in good faith with information and documents for legal defence against third party claims.
- 10.2 The principal assigns mgo FV all the copyrights, licenses, service protection and other rights required for use as advertising in online media of any kind, including the internet, in particular to reproduce, distribute, transmit, send, draw from a database and call-up, for the time and content required to execute the order. In all cases the foregoing rights will be transferred free of restrictions as to location and authorise placement by means of all known technical methods as well as for all known forms of online media.

## 11 Warranty

- 11.1 mgo FV warrants within the context of predictable requirements the best possible reproduction of the advertising material in compliance with the respectively applicable technical standard. However, the principal takes notice of the fact that it is not possible to produce a programme fully free of errors given the state of the art. The warranty does not apply to immaterial errors. An immaterial error in the presentation of the advertising material is given in particular if it is caused by
- » use of unsuitable depiction software and or hardware (e.g. browser) or
  - » disturbances of the communications network of other providers or
  - » computer loss due to system failure
  - » offerings on so-called proxy servers (interim memory) that are incomplete and/ or have not been updated or
  - » by a failure of the ad server of duration not exceeding 24 hours (continuous or cumulative) within 30 days after the contractually agreed placement begins.

In the event of ad server failure for a substantial period (more than 10 percent of the period booked) in the context of a time-based fixed booking, the principal is not obliged to pay for the period of the failure. All other claims are precluded.

- 11.2 In case of inadequate reproduction quality of the advertising material, the principal is entitled to claim a payment reduction or a substitute advertisement free from defects, however only to the extent that the purpose of the advertising material is impaired. In the case of miscarriage or unreasonableness of the substitute advertisement, the principal is entitled to payment reduction or cancellation of the order.
- 11.3 If any defects in the advertising documents are not obvious then the principal has no claims arising from insufficient publication. The same shall apply in the case of errors in repeated advertisement placements if the principal does not give notice of the error prior to publication of the next advertisement placement.
- 11.4 The principal is to review without delay whether the advertisement is published free of error and to give notice immediately of any possible defects. mgo FV assures that immediately after receipt of a defect complaint the reported defect is removed. The principal only has a claim for damage compensation in the case of intent or gross negligence. The principal has the option of either a reduction in payment or publication of a substitute placement in the amount of cost for the defective advertising. Any further liability on the part of mgo FV is precluded.

## 12 Interruption of performance

If an order cannot be performed for reasons beyond the control of mgo FV (such as software conditions or other technical reasons), esp. computer failure, force majeure, strikes, due to statutory provisions, interruptions for which third parties are responsible (e.g. other providers), network operators or service providers or for comparable reasons, the publication of an advertisement may be prevented or postponed without prior notification of the principal. Every obligation of mgo FV to perform the contracts and render compensation for damages expires, in particular no compensation for damages will be rendered for advertising not published or not published on time.

## 13 Liability

- 13.1 Claims for damage compensation arising from active breach of claims; defective contract and tortious actions arise only if intentional and grossly negligent on the part of mgo FV, its representatives or agents. This does not apply to warranted properties and the breach of material contractual obligations; in cases of the latter liability is limited to predictable damage. In cases of slight negligence, claims for damage compensation due to impossibility of performance and default are limited to compensation of the predictable damage.

- 13.2 In case of gross negligence by ordinary performance agents, the vicarious liability toward enterprises limited to the scope of predictable damage. This does not apply to the breach of material contractual obligations.

## 14 Media data

- 14.1 The media data published in the internet at the time of order placement shall apply. The right to change is reserved with respect to enterprises. However, price changes are only valid for orders confirmed by mgo FV if they have been announced at least one month prior to publication of the advertising material. In the case of a price increase the principal is entitled to withdraw from the contract. The right of withdrawal must be exercised within 5 working days after receiving notification of the price increase.
- 14.2 Discounts are determined according to the respective valid media data. In order to qualify for group discounts, the capital holding in group companies must comprise at least 50%. The claimant has the burden of proving that such a corporate relationship exists.
- 14.3 Advertising agencies and other advertising brokers are obliged to comply with the mgo FV media data in their offers, contracts and invoices with those advertisers.

## 15 Payment default

- 15.1 In the event of payment default or deferral interest in the amount of 4.5% above the respective base rate and collection costs will be computed. mgo FV can postpone further performance of the current order and demand pre-payment for the remaining placement in the event of payment default.
- 15.2 Justifiable doubt as to the principal's liquidity entitles mgo FV to condition the publication of additional advertising material, even during the term of the contract, notwithstanding any payment target originally agreed, on prepayment of the amount and settlement of outstanding invoices.

## 16 Bankruptcy, judicial administration, litigation

In the event of bankruptcy or judicial administration, any discount is deemed expired. In the event of litigation the claim in dispute is again subject to the discount granted.

## 17 Order cancellation/amendments, writing

Cancellation or amendment of the order including ancillary agreements and amendments to this clause must be in writing and are possible until 5 working days prior to the agreed placement date.

## 18 Data protection

The advertising order will be handled in accordance with the data protection laws currently in force.

## 19 Place of performance/court of jurisdiction

- 19.1 The place of performance is Düsseldorf.
- 19.2 To the extent permissible, the court of jurisdiction is Düsseldorf. If the principal is not a merchant then the court of jurisdiction is governed by the provisions of the Code of Civil Procedure, to the extent that the domicile or usual place of residence of the principal is unknown at the time suit is filed or the principal has not relocated his domicile or usual place of residence outside the jurisdiction of the law after conclusion of the contract.

## 20 Applicable law

The contractual relationship is subject exclusively to German law.

## 21 Separability

Should a provision of the contract or these General Terms and Conditions be or become invalid the validity of the remaining provisions shall not be affected. The invalid provision is to be construed by such a valid provision that most closely approximates the economic purpose of the invalid provision.