

# WILEY

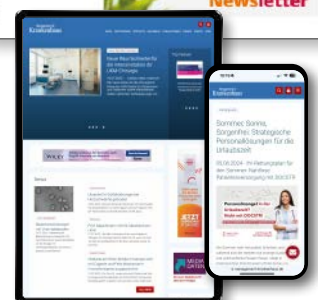


## 2026 Media Guide

# Management & Krankenhaus

Your No. 1 for Healthcare

[www.management-krankenhaus.de](http://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: 05/2025*

## **Content**

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## **Overview**

**Publication Frequency**  
monthly, incl. 3 double issues

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Vol. 45, 2026

**Print run**  
Ø 30,000 – For circulation mix Print/e-Paper per quarter see ivw.de



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**Format of the newspaper**  
350 x 510 mm

# Dates & Contents

| Issues                                    | 1-2<br>January   February                                                        | 3<br>March                                                                                                     | 4<br>April                                                                                                | 5<br>May                                                                                 | 6-7<br>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<br>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                                                                                   |
| <b>MAIN TOPICS</b>                        |                                                                                  | <b>Bauen, Einrichten &amp; Versorgen zur Altenpflege<br/>Point of Care</b>                                     | <b>Klinik-IT zur DMEA<br/>Hygiene zum DGKH-Kongress</b>                                                   | <b>Radiologie zum Deutschen Röntgenkongress</b>                                          |                                                                                              |
| <b>TRADE FAIR FOCUS</b>                   | <b>Symposium Intensivmedizin + Intensivpflege</b><br>Bremen, 11.–13.02.2026      | <b>Kongress der Deutschen Gesellschaft für Endoskopie und Bildgebende Verfahren</b><br>Leipzig, 25.–27.03.2026 | <b>DMEA</b><br>Berlin, 21.–23.04.2026<br><b>Kongress für Krankenhaushygiene</b><br>Berlin, 26.–29.04.2026 | <b>Deutscher Röntgenkongress</b><br>Leipzig, 13.–15.05.2026                              | <b>Hauptstadtkongress Medizin und Gesundheit</b><br>Berlin, 23.–25.06.2026                   |
| <b>TRADE FAIRS</b>                        | <b>ProCare</b><br>Hannover, 10.–11.02.2026                                       | <b>ECR</b><br>Wien, 04.–08.03.2026                                                                             | <b>Jahrestagung der DGK</b><br>Mannheim, 08.–11.04.2026                                                   | <b>MedTechLive</b><br>Stuttgart, 05.–07.05.2026                                          | <b>Kongress Krankenhausführung und digitale Transformation</b><br>Düsseldorf, 01.–03.07.2026 |
|                                           | <b>Endoprothetikongress</b><br>Berlin, 12.–14.02.2026                            | <b>Digitales Krankenhaus</b><br>Erfurt, 03.–04.03.2026                                                         | <b>Kongress der DGIM</b><br>Wiesbaden, 18.–21.04.2026                                                     | <b>Deutscher Wundkongress/ Bremer Pflegekongress</b><br>Bremen, 06.–08.05.2026           | <b>MedtechSummit meets automatica</b><br>München, 25.–26.06.2026                             |
|                                           | <b>Bundeskongress Chirurgie</b><br>Nürnberg, 06.–07.02.2026                      | <b>Deutscher Interdisziplinärer Notfallmedizin Kongress</b><br>Koblenz, 05.–06.03.2026                         | <b>Altenpflege</b><br>Essen, 21.–23.04.2026                                                               | <b>Jahrestagung der Deutschen Gesellschaft für Pathologie</b><br>Augsburg, 28.–30.5.2026 | <b>Klinikimmobilie der nächsten Generation</b><br>17.–18.06.2026, Mainz                      |
|                                           |                                                                                  |                                                                                                                | <b>Kongress der Deutschen Gesellschaft für Chirurgie</b><br>Leipzig, 21.–24.04.2026                       | <b>Diabeteskongress</b><br>Berlin, 13.–16.05.2026                                        |                                                                                              |
|                                           |                                                                                  |                                                                                                                |                                                                                                           | <b>Deutscher Krankenhaus-Controller-Tag</b><br>Potsdam, 28.–29.04.2026                   |                                                                                              |
| <b>TOPICS</b>                             |                                                                                  |                                                                                                                |                                                                                                           |                                                                                          |                                                                                              |
| <b>Health Policy</b>                      | · 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                                                      |
| <b>Health Economics</b>                   | · Security<br>· Crisis management<br>· Care                                      | · Energy efficiency<br>· Mobile resource planning<br>· Process optimization                                    | · Security +<br>· Crisis management                                                                       | · Staff<br>· Further education                                                           | · Financing +<br>· Insurance                                                                 |
| <b>Medicine &amp; Technology</b>          | · Emergency + Intensive Care Medicine<br>· Imaging                               | · Radiology<br>· Gynecology<br>· Trauma surgery                                                                | · Trends in radiology<br>· IT-Systems, AI<br>· Robotic systems                                            | · Endoscopy<br>· Interventional systems<br>· Cardiology                                  | · Surgical technique<br>· Interventional systems<br>· Neonatology                            |
| <b>IT &amp; Communication</b>             | · Documentation systems<br>· Telemonitoring<br>· Digital communication solutions | · IT-infrastructure<br>· Messaging Services<br>· Cybersecurity                                                 | · Cloud solutions<br>· Interoperability<br>· Artificial Intelligence (AI)                                 | · Artificial Intelligence<br>· Data security<br>· Document management                    | · Cloud Computing<br>· Cybersecurity<br>· Patient portals                                    |
| <b>Hygiene</b>                            | · Skin and hands<br>· Surface disinfection<br>· Washroom hygiene                 | · Reprocessing<br>· Disinfection<br>· Drinking water infections                                                | · Filter technology<br>· Disinfection<br>· Room hygiene                                                   | · Wound care<br>· Nosocomial infections<br>· Mechanical processing                       | · UV-Disinfection<br>· Drinking water infections<br>· Mechanical surface cleaning            |
| <b>Building, Furnishing, Supplies</b>     | · Monitoring systems<br>· Construction solution                                  | · Smart Building<br>· Energy and building technology<br>· modular construction                                 | · Sustainable construction<br>· Guidance and orientation system                                           | · Interior design<br>· Floor, light, color<br>· Green Hospital                           | · Energy efficiency<br>· Hospital construction<br>· Building technology                      |
| <b>Laboratory &amp; Diagnostics</b>       | · Infection diagnostics<br>· Emergency diagnostics                               | · Laboratory market<br>· Laboratory equipment                                                                  | · Molecular diagnostics<br>· Biomarker                                                                    | · Central laboratory<br>· Point of Care                                                  | · Lab automation<br>· Digital pathology                                                      |

## Dates & Contents

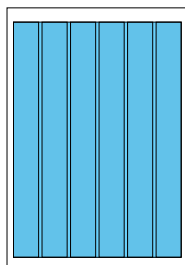
| Issues                                    | 8–9<br>August   September                                                                                                        | 10<br>October                                                                                                              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

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

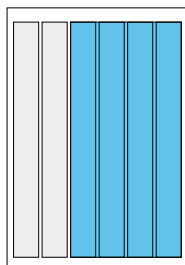
## Prices & Formats

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

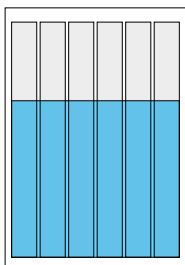
**1/1 Page**  
Width: 325 mm  
Height: 455 mm  
(6 columns)  
€ 10,765



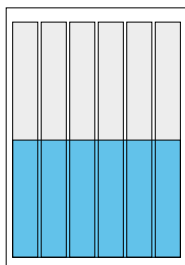
**2/3 Page portrait**  
Width: 215 mm  
Height: 455 mm  
(4 columns)  
€ 8,760



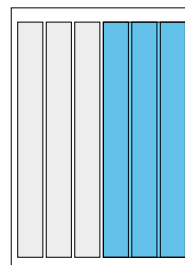
**2/3 Page landscape**  
Width: 325 mm  
Height: 303 mm  
(6 columns)  
€ 8,760



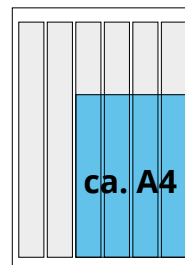
**1/2 Page landscape**  
Width: 325 mm  
Height: 225 mm  
(6 columns)  
€ 8,250



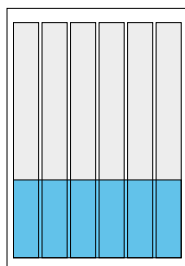
**1/2 Page portrait**  
Width: 160 mm  
Height: 455 mm  
(3 columns)  
€ 8,250



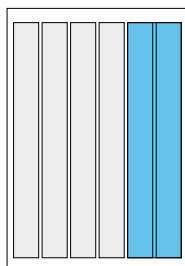
**1/2 Page Corner**  
Width: 215 mm  
Height: 303 mm  
(4 columns)  
€ 8,250



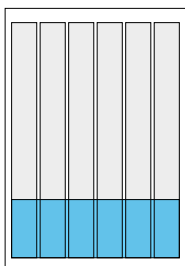
**1/3 Page landscape**  
Width: 325 mm  
Height: 149 mm  
(6 columns)  
€ 5,470



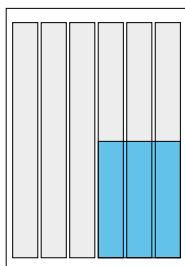
**1/3 Page portrait**  
Width: 105 mm  
Height: 455 mm  
(2 columns)  
€ 5,470



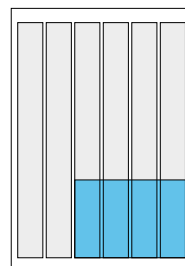
**1/4 Page landscape**  
Width: 325 mm  
Height: 114 mm  
(6 columns)  
€ 4,990



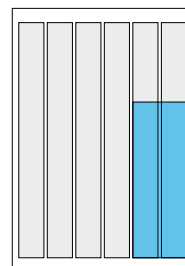
**1/4 Page classic**  
Width: 160 mm  
Height: 227 mm  
(3 columns)  
€ 4,990



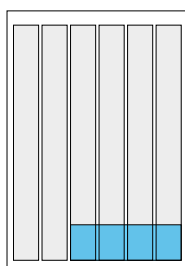
**1/5 Page landscape**  
Width: 215 mm  
Height: 152 mm  
(4 columns)  
€ 4,365



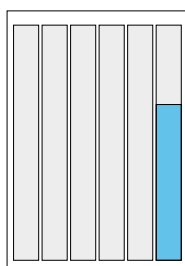
**1/5 Page portrait**  
Width: 105 mm  
Height: 303 mm  
(2 columns)  
€ 4,365



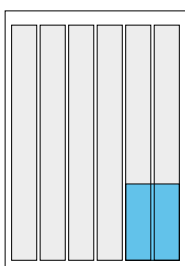
**1/10 Page landscape**  
Width: 215 mm  
Height: 74 mm  
(4 columns)  
€ 2,545



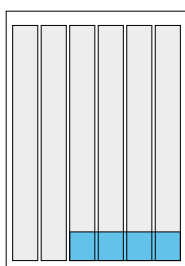
**1/10 Page portrait**  
Width: 50 mm  
Height: 303 mm  
(1 column)  
€ 2,545



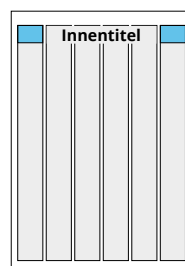
**1/10 Page classic**  
Width: 105 mm  
Height: 149 mm  
(2 columns)  
€ 2,545



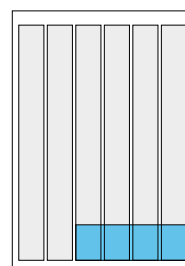
**1/12 Page landscape**  
Width: 215 mm  
Height: 57 mm  
(4 columns)  
€ 2,280



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



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



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

### Advertisements by millimetre<sup>3</sup>

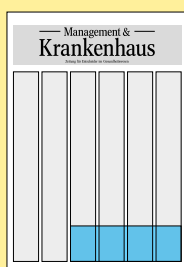
(Price per single column/50 mm)

Standardposition € 12.00/mm

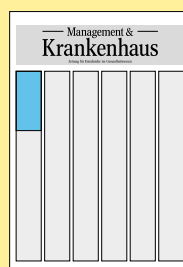
Job ads (4c) see page 19

## Premium- Positions

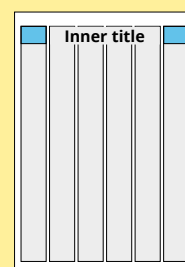
**Title page, Footer**  
Width: 215 mm  
Height: 94 mm  
(4 columns)  
€ 5,560



**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 <sup>1</sup> | 215 x 94            | 5,560   |
| Postcards <sup>2</sup>  |                     | 560     |

| Loose inserts <sup>3</sup> | Weight             |      |
|----------------------------|--------------------|------|
|                            | up to 20 g         | 325  |
|                            | per additional 5 g | 6.85 |

### BusinessPartner (105 x 59 mm w x h)

|                   |       |
|-------------------|-------|
| 3 Advertisements  | 810   |
| 6 Advertisements  | 1,245 |
| 10 Advertisements | 1,850 |

Presentation on [www.PRO-4-PRO.com](http://www.PRO-4-PRO.com)

### Advertisements by millimetre

(Price per single column/50 mm)<sup>3</sup>

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

### Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a nominal charge of **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

#### Contact:

Christiane Rothermel,  
+49 (0) 6201 606 746, [crothermel@wiley.com](mailto:crothermel@wiley.com)

### Terms of Payment:

Payment within 30 days without deduction.

#### Bank details:

J.P. Morgan AG  
Taunus Turm · Taunustor 1  
60310 Frankfurt, Germany  
IBAN: DE55501108006161517443  
BIC: CHASDEFX

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on  
1 October 2025 and supersedes all previous price lists.

<sup>1</sup> 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.

<sup>2</sup> Postcards: € 560 per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

<sup>3</sup> 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/m<sup>2</sup>

## 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](mailto: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.

Management & Krankenhaus 6-2025
Hygiene
15

## Infektionsrisiko durch kontaminierte Oberflächen

Eine zentrale Voraussetzung für Hygienemanagement besteht darin, das Gefahrspotenzial und die Desinfektionsklug adäquat abzuwägen.

Hans-Günter Wittenberg, Berlin

Neben der Flächenkontamination ist die Handkontamination eine der wichtigsten Maßnahmen im Gesundheitswesen, um die Übertragung von Erregern zu vermeiden. Oberflächen können eine wichtige Rolle spielen, da sie Mikroorganismen abgeben und diese wiederum auf andere Oberflächen übertragen können. Dies ist besonders in Krankenhäusern, Pflegeheimen und öffentlichen Einrichtungen von Bedeutung.

Die WHO hat die Bedeutung von Oberflächenkontamination für die Infektionskontrolle betont. Sie empfiehlt, Oberflächen regelmäßig zu desinfizieren, um das Infektionsrisiko zu reduzieren. Dies ist besonders in Krankenhäusern, Pflegeheimen und öffentlichen Einrichtungen von Bedeutung.

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## 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!

## ½ Seite Eckfeld

## A4-Anzeige

### Nur wenige Desinfektionsmittel inaktivieren das Hepatitis-A-Virus

Das Hepatitis-A-Virus (HAV) ist einer der häufigsten Ursachen für akute und chronische Lebererkrankungen. Es ist ein RNA-Virus, das über den Stuhl übertragen wird. Die Überlebensfähigkeit des HAV auf Oberflächen ist ein wichtiges Thema für die Infektionskontrolle.

Zwei Mittel wirken  
Die Forscher haben HAV-Partikel auf verschiedenen Oberflächen getestet. Sie fanden heraus, dass nur zwei Desinfektionsmittel das Virus inaktivieren können: Bleichmittel und 70% Ethanol.

Im Folgenden wird das Desinfektionsmittel als ein Mittel bezeichnet, das das Virus inaktiviert. Dies ist ein wichtiger Schritt, um die Übertragung des HAV zu verhindern.

Zusätzlich zu den Desinfektionsmitteln sind auch andere Maßnahmen wichtig, um die Übertragung des HAV zu verhindern. Dazu gehören das Tragen von Handschuhen und das Vermeiden von Kontakt mit kontaminierten Oberflächen.

<https://www.hygienepress.de/article/infektionsrisiko-durch-kontaminierte-oberflaechen>

## 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.

# Special Advertising M&K Main Issue



## Expert Interview

Show your competence  
in your areas of expertise

**Price: € 8,840**

### Placement:

Lead story in the inside section  
(department)

### Scope:

approx. 5,000 - 6,000 characters/spaces  
+ 2 illustrations



## Cover story

The premium mix of  
cover ad and PR contribution

**Price: € 9,880**

### Placement:

Front page ad + cover story in the  
inside section (department)

### Scope:

1 x "front page footer" ad and  
1 x cover story with approx.  
5,000 characters/spaces + 2 illustrations

## Messe-Pakete

### Ihr Messe-Spotlight 2026: Print + Digital

Modulares Crossmedia-Paket – nutzbar für DMEA, DGKH-Kongress, Deutscher Röntgenkongress, DKLM Jahrestagung und Freiburger Hygienekongress

#### Paket 1: Print + Digital

**Ziel:** Präsenz in Print und Online kombiniert – für Vertrauen & Reichweite

##### Leistungsumfang:

- **Sonderbericht im Heft:** redaktionell begleitet oder als Advertorial zum Produkt oder Thema der Messe 3.500 Zeichen inkl. Leerzeichen und 1 Abb., danach 12 Monate online auf [www.management-krankenhaus.de](http://www.management-krankenhaus.de)
- **Printanzeige:** ¼ Seite in 4 c im passenden redaktionellen Umfeld
- **Feature im Sondernewsletter zur Messe:** mit Fokus auf Problemlösung, Expertenstatement oder Anwendung, Feature mit Text und Bild, zusätzlich auf [www.management-krankenhaus.de](http://www.management-krankenhaus.de)
- **Social-Media-Post:** Optionaler LinkedIn-Boost für zusätzliche Reichweite

**Mehrwert:** Kombination von Print-Präsenz und digitaler Aufmerksamkeit zur maximalen Ansprache der Messezielgruppe

**Messe Sonderpreis € 5.500 plus MwSt.**

#### Paket 2: Online Only

**Ziel:** Schnelle digitale Reichweite & hohe Interaktion

##### Leistungsumfang:

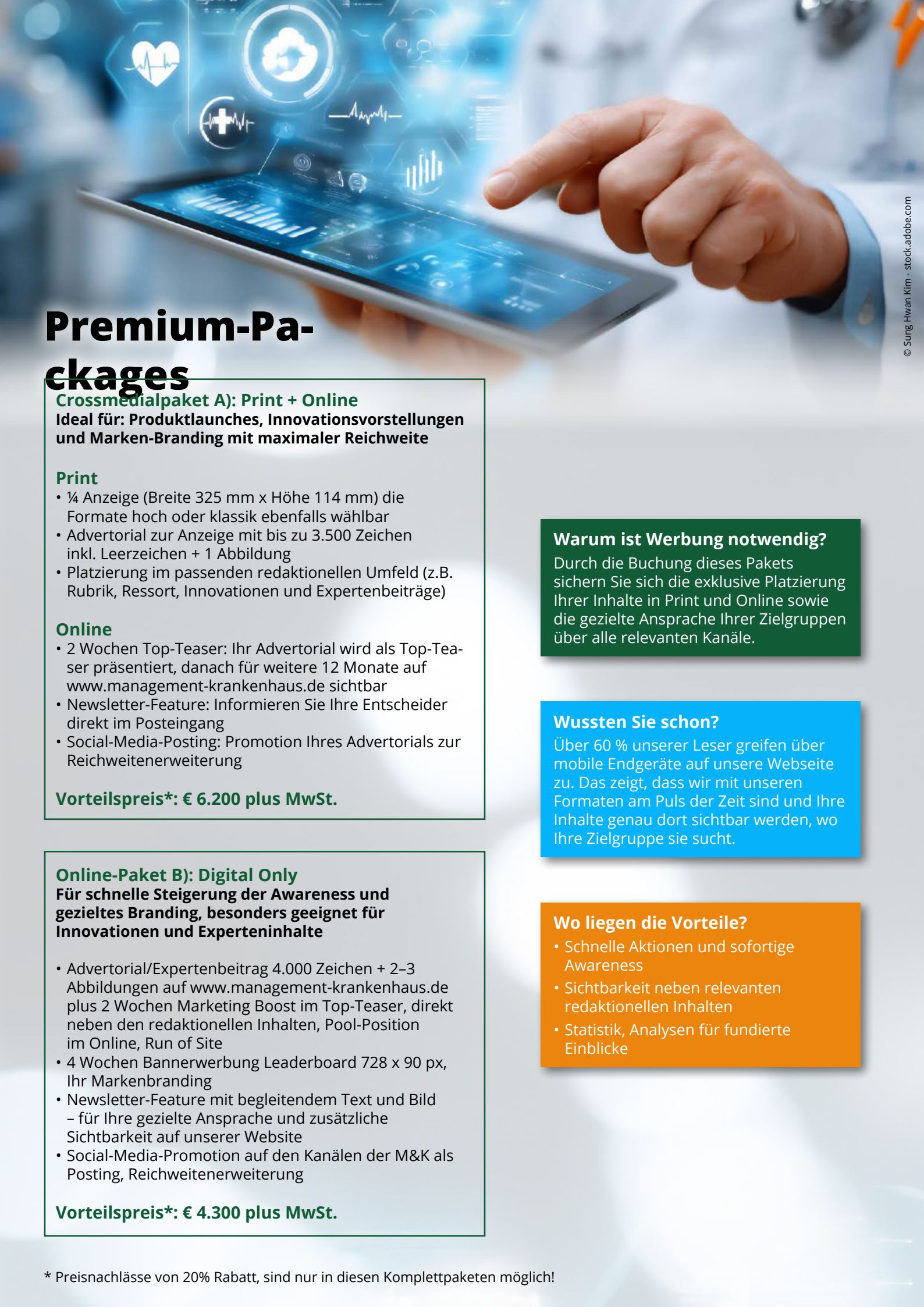
- **Feature im Sondernewsletter zur Messe:** mit Fokus auf Problemlösung, Expertenstatement oder Anwendung, Feature mit Text und Bild, zusätzlich auf [www.management-krankenhaus.de](http://www.management-krankenhaus.de)
- **Online-Banner:** Skyscraper, Leaderboard oder Rectangle, Run of Site
- **Online Advertorial oder Whitepaper:** z. B. Erfahrungsbericht oder Produktanwendung, Messeneuheiten
- **Social-Media-Boost:** LinkedIn-Post mit Bild oder Video (optional), zusätzlicher Boost!

**Mehrwert:** Online-Kampagnen sind schnell umsetzbar, flexibel anpassbar und bieten direkte Sichtbarkeit – ideal, wenn Sie kurzfristig auf Marktveränderungen, Messen oder aktuelle Themen reagieren möchten.

**Messe Sonderpreis € 4.300 plus MwSt.**

|                                                   | Erreichte Entscheider                                                                                                                                    |                                                                                                       |                                                                                                                                                                          |
|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                   | Primäre Gatekeeper                                                                                                                                       | Finale Freigabe                                                                                       | Starke Influencer, Stakeholder                                                                                                                                           |
| <b>DMEA</b>                                       | <ul style="list-style-type: none"> <li>• IT-Leitung</li> <li>• Projektmanagement</li> <li>• Einkauf</li> </ul>                                           | <ul style="list-style-type: none"> <li>• Geschäftsführung</li> <li>• Kaufmännische Leitung</li> </ul> | <ul style="list-style-type: none"> <li>• Fachbereichsleitungen (Ärztlicher Dienst, Pflege, Controlling)</li> </ul>                                                       |
| <b>DGKH Kongress / Freiburger Hygienekongress</b> | <ul style="list-style-type: none"> <li>• Hygienefachabteilung</li> <li>• Hygienebeauftragte</li> <li>• Einkauf</li> <li>• Pflegedienstleitung</li> </ul> | <ul style="list-style-type: none"> <li>• Geschäftsführung</li> <li>• Kaufmännische Leitung</li> </ul> | <ul style="list-style-type: none"> <li>• Stationsleitungen</li> <li>• Arbeitssicherheit</li> <li>• Betriebsarzt</li> <li>• Technische Leitung (bei Geräten)</li> </ul>   |
| <b>Deutscher Röntgenkongress</b>                  | <ul style="list-style-type: none"> <li>• Chefärzte Radiologie</li> <li>• Leitende MTRA</li> <li>• Medizintechnikleitung</li> <li>• Einkauf</li> </ul>    | <ul style="list-style-type: none"> <li>• Geschäftsführung</li> <li>• Kaufmännische Leitung</li> </ul> | <ul style="list-style-type: none"> <li>• Radiologische Fachärzte</li> <li>• IT-Leitung (PACS/RIS/KI)</li> <li>• Fachabteilungen (z.B. Onkologie, Kardiologie)</li> </ul> |
| <b>DKLM Jahrestagung</b>                          | <ul style="list-style-type: none"> <li>• Laborleiter</li> <li>• Leitende MTLA</li> <li>• Einkauf</li> </ul>                                              | <ul style="list-style-type: none"> <li>• Geschäftsführung</li> <li>• Kaufmännische Leitung</li> </ul> | <ul style="list-style-type: none"> <li>• Labor Fachärzte</li> <li>• IT-Leitung</li> <li>• leitende biomedizinische Analytiker</li> <li>• Fachabteilungen</li> </ul>      |





# Premium-Packages

## Crossmedialpaket A): Print + Online

**Ideal für: Produktlaunches, Innovationsvorstellungen und Marken-Branding mit maximaler Reichweite**

### Print

- ¼ Anzeige (Breite 325 mm x Höhe 114 mm) die Formate hoch oder klassik ebenfalls wählbar
- Advertorial zur Anzeige mit bis zu 3.500 Zeichen inkl. Leerzeichen + 1 Abbildung
- Platzierung im passenden redaktionellen Umfeld (z.B. Rubrik, Ressort, Innovationen und Expertenbeiträge)

### Online

- 2 Wochen Top-Teaser: Ihr Advertorial wird als Top-Teaser präsentiert, danach für weitere 12 Monate auf [www.management-krankenhaus.de](http://www.management-krankenhaus.de) sichtbar
- Newsletter-Feature: Informieren Sie Ihre Entscheider direkt im Posteingang
- Social-Media-Posting: Promotion Ihres Advertorials zur Reichweitenerweiterung

**Vorteilspreis\*: € 6.200 plus MwSt.**

## Online-Paket B): Digital Only

**Für schnelle Steigerung der Awareness und gezieltes Branding, besonders geeignet für Innovationen und Experteninhalte**

- Advertorial/Expertenbeitrag 4.000 Zeichen + 2-3 Abbildungen auf [www.management-krankenhaus.de](http://www.management-krankenhaus.de) plus 2 Wochen Marketing Boost im Top-Teaser, direkt neben den redaktionellen Inhalten, Pool-Position im Online, Run of Site
- 4 Wochen Bannerwerbung Leaderboard 728 x 90 px, Ihr Markenbranding
- Newsletter-Feature mit begleitendem Text und Bild – für Ihre gezielte Ansprache und zusätzliche Sichtbarkeit auf unserer Website
- Social-Media-Promotion auf den Kanälen der M&K als Posting, Reichweitenerweiterung

**Vorteilspreis\*: € 4.300 plus MwSt.**

### Warum ist Werbung notwendig?

Durch die Buchung dieses Pakets sichern Sie sich die exklusive Platzierung Ihrer Inhalte in Print und Online sowie die gezielte Ansprache Ihrer Zielgruppen über alle relevanten Kanäle.

### Wussten Sie schon?

Über 60 % unserer Leser greifen über mobile Endgeräte auf unsere Webseite zu. Das zeigt, dass wir mit unseren Formaten am Puls der Zeit sind und Ihre Inhalte genau dort sichtbar werden, wo Ihre Zielgruppe sie sucht.

### Wo liegen die Vorteile?

- Schnelle Aktionen und sofortige Awareness
- Sichtbarkeit neben relevanten redaktionellen Inhalten
- Statistik, Analysen für fundierte Einblicke

Analysis

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

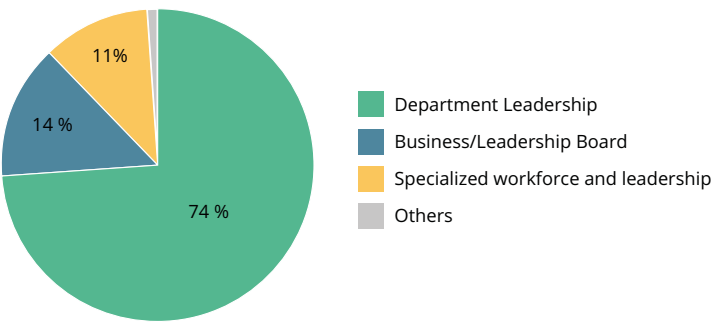
The readers of **Management & Krankenhaus** are senior and mid-level managers.

**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                  | 33,193 |
| Print                        | 14,333 |
| Trade Shows                  | 575    |
| Sold (incl. subscriptions)   | 2,324  |
| Archive                      | 30     |
| ePaper                       | 18,907 |

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

| Analysis of recipients according to the professional function | %     |
|---------------------------------------------------------------|-------|
| Administrative directors                                      | 11.67 |
| Commercial management                                         | 1.57  |
| Medical management                                            | 7.58  |
| Technical management                                          | 1.83  |
| Human resources                                               | 1.04  |
| Medical leadership                                            | 42.97 |
| Nursing leadership                                            | 6.37  |
| Pharmacy managers                                             | 0.58  |
| Hygiene specialists                                           | 2.14  |
| R&D                                                           | 0.84  |
| Laboratory management                                         | 0.86  |
| Waste disposal and environmental officers                     | 1.07  |
| Quality management                                            | 3.38  |
| Marketing/sales/administration                                | 5.76  |
| Purchasing                                                    | 1.01  |
| Data processing                                               | 1.44  |
| Other functions                                               | 9.89  |

| Postcode distribution | %    |
|-----------------------|------|
| Postal zone 0         | 6.4  |
| Postal zone 1         | 6.3  |
| Postal zone 2         | 8.2  |
| Postal zone 3         | 10.8 |
| Postal zone 4         | 12.5 |
| Postal zone 5         | 12.8 |
| Postal zone 6         | 9.2  |
| Postal zone 7         | 9    |
| Postal zone 8         | 9.8  |
| Postal zone 9         | 8.5  |
| Abroad                | 6.5  |

# B2B Portal: [management-krankenhaus.de](https://www.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

Desktop

Management & Krankenhaus

NEWS HINTERGRUND PRODUKTE MULTIMEDIA PUBLIKATIONEN FIRMAN EVENTS JOBS

Neubau des Gesundheitscampus Mindelheim

Top Feature € 1.900

Verbreiterung des Patientenkomforts Helwig, Deutschland GmbH

Starke Medien für das Gesundheitswesen

Leaderboard € 2.050

Wide Skyscraper € 1.950

Medium Rectangle € 1.850

Besonders beliebt: unsere mobile Ansicht

Publikationen

Top-Feature

Sommer, Sonne, Sorgenfrei: Strategische Personallösungen für die Urlaubszeit

05.06.2024 - Ihr Rettungsplan für den Sommer: Nahtlose Patientenversorgung mit DOCSTR

Personalmangel in der Urlaubszeit? Nicht mit DOCSTR!

Der Sommer naht mit großen Schritten, und während sich die meisten auf den Urlaub freuen, stehen die Verantwortlichen im Krankenhaus vor der Herausforderung, die Versorgung der Patienten während der Urlaubszeit zu gewährleisten.

IT & Kommunikation

Smarte Health IT Lösungen und Nachhaltigkeit in der digitalen Gesundheitsversorgung

07.05.2024 - Im Fokus der DGEA stehen dieses Jahr bei der Präsentation die Themen und Trends, die die Zukunft der Gesundheitsversorgung prägen werden.

Künstliche Intelligenz im Klinikalltag

06.05.2024 - Künstliche Intelligenz dringt in immer mehr Bereiche ein, auch in das Gesundheitswesen.

ALLE NEUEN

Webcast

NACHGEFRAGT

Datenanalyse und KI

IT & Kommunikation

Datenanalyse und KI

26.01.2024 - KI kommt auch in Politik, Verwaltung, Forschung und Wirtschaft zum Einsatz.

management-krankenhaus.de

**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](https://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 |
| <b>Content Ad direct:</b> Teaser direkt zu Ihnen verlinkt |                 | € 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 |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|

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.

|                                                     |         |
|-----------------------------------------------------|---------|
| <b>Combo offer:</b> Feature on website + newsletter | € 2,950 |
|-----------------------------------------------------|---------|

|                                                                                                                                  |       |
|----------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>Event announcement:</b><br>name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link | € 510 |
|----------------------------------------------------------------------------------------------------------------------------------|-------|

|                                                                                                                                           |       |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>Job advertisement:</b><br>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: any video format is possible  
Size of data: max. 40 MB or Youtube link

Management &  
Krankenhaus

Hallo liebe Leserinnen und Leser,

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

**Unsere heutigen Features:**

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

Herzliche Grüße senden



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

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




Vielseitige  
Zutrittslösungen

Full Banner  
€ 1,100

Features



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

Feature  
€ 1,420



Medium Rectangle  
€ 1,950



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

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

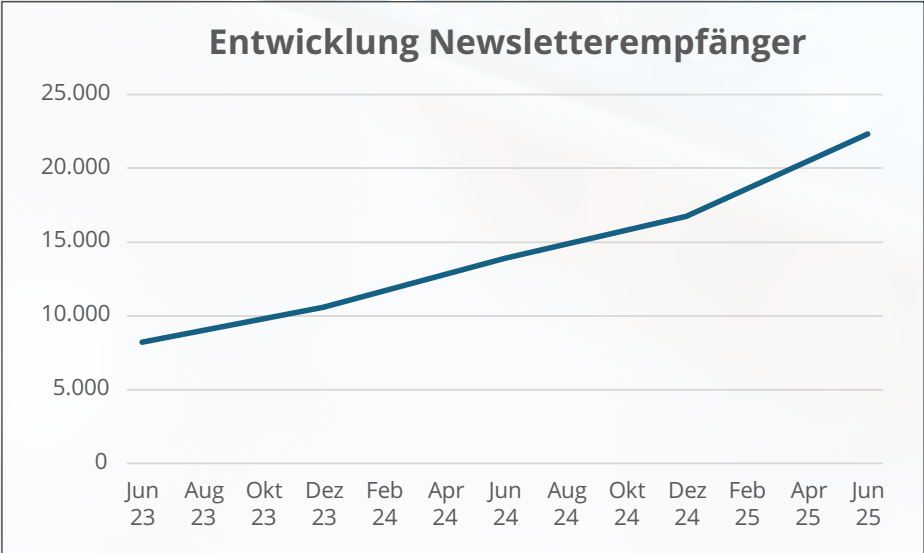
**Do you know our Youtube-Channel?**  
[www.youtube.com/@management-krankenhaus](https://www.youtube.com/@management-krankenhaus)

Newsletter: Themen +Termine

| Monat     | Newsletter<br>Issue Alert | Reguläre<br>Newsletter | Messe- und<br>Themennewsletter |
|-----------|---------------------------|------------------------|--------------------------------|
| Januar    |                           | 20.01.2026             |                                |
| Februar   | 03.02.26                  | 10.02.2026             |                                |
|           |                           | 24.02.2026             |                                |
| März      | 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             |
| Mai       | 05.05.26                  | 12.05.2026             |                                |
|           |                           | 26.05.2026             |                                |
| Juni      | 16.06.26                  | 09.06.2026             | Hauptstadtkongress             |
|           |                           | 23.06.2026             |                                |
| Juli      |                           | 14.07.2026             | Labor & Diagnostik             |
| August    |                           | 11.08.2026             | BEV                            |
| September | 01.09.26                  | 08.09.2026             | Klinik-IT                      |
|           |                           | 22.09.2026             |                                |
| Oktober   | 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             |                                |
| Dezember  | 08.12.26                  | 15.12.2026             |                                |



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**März 2026**

**Thema:** Change-Management  
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**Zielgruppe:** Unternehmensleiter,  
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IT-Leiter, IT-Sicherheitsbeauftragte,  
Technische Leiter, Einkaufsleiter

**Juni 2026**

**Thema:** Cyber-Sicherheit

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

**September 2026**

**Thema:** Bildgebende Verfahren

**Zielgruppe:** Radiologen, Ultraschallanbieter,  
Anbieter von Bildgebung

**Oktober 2026**

**Thema:** KI in der Medizin

**Zielgruppe:** Chefarzte, Ärzte,  
Assistenzärzte, Anbieter

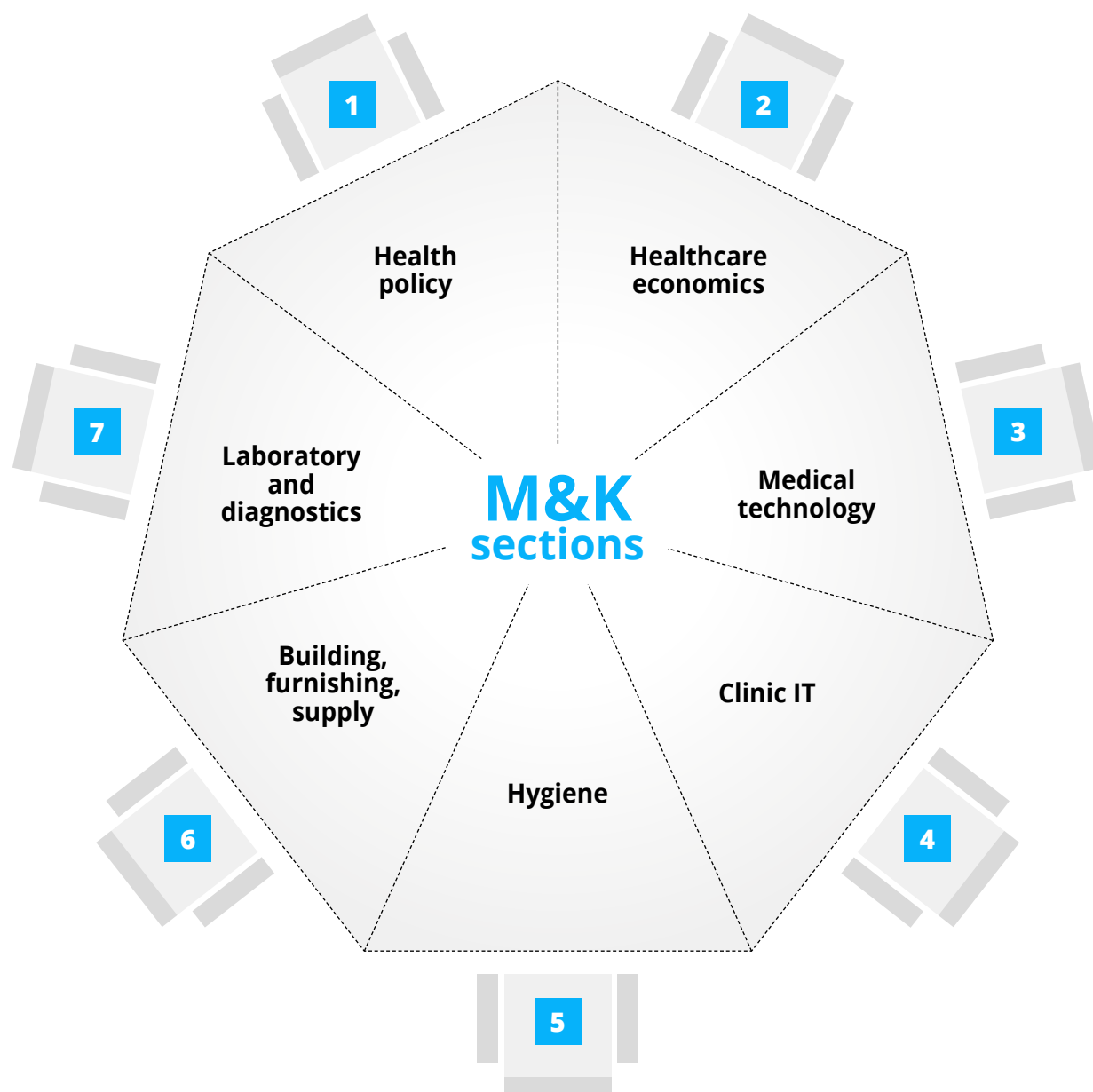
**November 2026**

**Thema:** Green Hospital,  
Umweltbilanz verbessern

**Zielgruppe:** Krankenhausarchitekten,  
Innenarchitekten



## 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

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

### 7 Laboratory and diagnostics

Laboratory management & IT management

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than 106,400 decision makers  
& users in German clinics

Print + Online for  
optimal Reichweite?

smart  
combination

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- |                                                                                                      |         |
|------------------------------------------------------------------------------------------------------|---------|
| 1. 1/4 page print ad + online (30 days)                                                              | € 1,715 |
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| 3. SPECIAL Package:<br>3 x 1/4 page print ad + online (30 days)<br>+ 1 portrait of company or clinic | € 4,345 |
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## Online prices

30 days – € 435

60 days – € 720

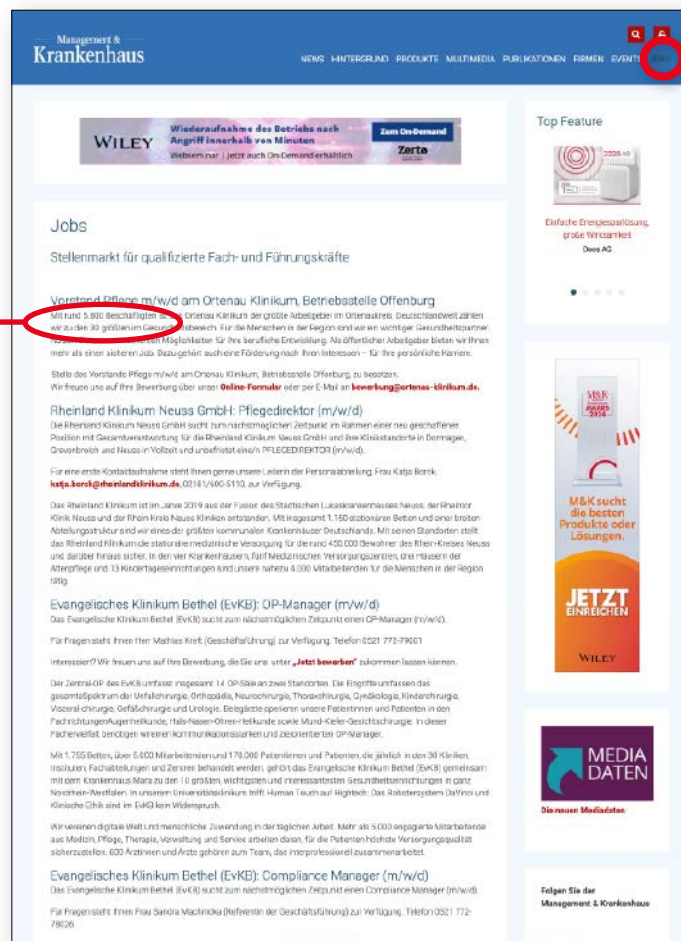
Scope of services:  
Teaser-Text + PDF  
of the ad

## Job Advertisements

(Price per single column/50 mm)

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

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## Print Special Prices

### 1/4 Page classic

Width: 160 mm

Height: 227 mm

(3 columns)

€ 1,715

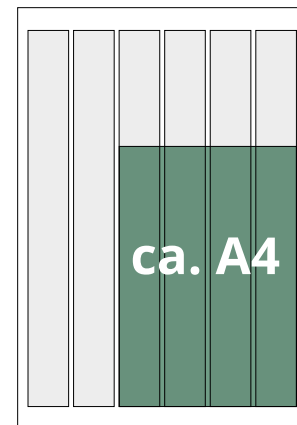
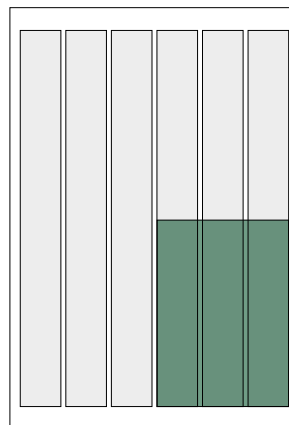
### 1/2 Page Corner

Width: 215 mm

Height: 303 mm

(4 columns)

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



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## Partner with Wiley to ensure success!

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**Ready to give your message more visibility?**

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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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  - (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)

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# Advertising and Reprint Production Terms and Conditions

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| Purchase Order / confirmed order received | 5%                                                              | Purchase Order / confirmed order received | 5%                                                              |
| Order sent to printer / Proof compiled    | 10%                                                             | Translation work started                  | 50%                                                             |
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| ePrint created                            | 35%                                                             | ePrint created                            | 35%                                                             |
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