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Brighton, MA 02135
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veroniquelamarque@gmail.com
Skype: E&Tech Media

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1 Title: medical design

2 Characteristics: medical design is the specialist medium for constructors and developer of medical devices. The trade journal and the corresponding specialist portal www.medical-design.news are aimed at decision-makers in development, production and in the management of medical technology manufacturers. Far beyond the mere product reporting, the medical design trade journal in detailed articles by from the basics to applications valuable specialist knowledge around medical technology. The manufacture of the devices is as well as their use on patients. medical design focuses on medical electronics, hardware and software as well as materials and OEM equipment for the medical technology. In addition to electronic and electromechanical components and subassemblies are also the various components of systems, subsystems, and complete platforms topics of reporting. www.medical-design.news provides round-the-clock information about the latest technologies and current trends in medical technology.

3 Target group: medical design addresses
- manufacturers, suppliers, OEMs, users and operators of medical devices and medical engineering products
- developers of electronic components, assemblies, systems and equipment, which are used in medical technology
- sales engineers and consultants for medical engineering products and systems
- decision makers in development, construction, manufacturing, technical purchasing, quality assurance and management
- distributors of components, assemblies, systems and medical engineering products

4 Publication frequency: 6 times a year

5 Format: A4

6 Volume: 11th volume 2020

7 Subscription rates: 
Domestic subscription: € 50.00
Overseas subscription: € 60.00
Single copy rate: € 9.80

8 Organ: -

9 Membership: IVW

10 Publishing house: WEKA FACHMEDIEN GmbH
Richard-Reitzner-Allee 2, D-85540 Haar
Phone: +49 89 25556-1376
www.medical-design.news
www.weka-fachmedien.de

11 Publisher: WEKA FACHMEDIEN GmbH

12 Advertising: Martina Niekrawietz
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13 Editorial office: Joachim Kroll, editor-in-chief
jkroll@weka-fachmedien.de
Michaela Stolka, editorial assistant
mstolka@weka-fachmedien.de
Phone: +49 89 25556-1376
<table>
<thead>
<tr>
<th>issue</th>
<th>date of publication</th>
<th>ad closing date</th>
<th>main topic</th>
<th>trade shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Feb 05, 2020</td>
<td>Jan 09, 2020</td>
<td>medicine 4.0: medical IoT, mHealth, eHealth artificial intelligence, security digitalisation, smart medical devices</td>
<td>embedded systems: medical PCs, embedded hardware, embedded software, displays, components focus: politics &amp; law</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>power supply: AC/DC converter, DC/DC converter, batteries &amp; charging technology power modules, med. power supply</td>
<td>embedded world: Nuremberg, Feb 25 - 27, 2020</td>
</tr>
<tr>
<td>2</td>
<td>Mar 25, 2020</td>
<td>Feb 27, 2020</td>
<td>drive technology: microdrives pump motors, piezo motors DC motors brush-free drives focus: healthcare IT</td>
<td>MedtecLIVE: Nuremberg, Mar 31 - Apr 02, 2020</td>
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<tr>
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<td>electromechanics &amp; passive components: joining technique, relays cases &amp; cooling technology keys/switches/HMI condensers, resistors</td>
<td>MEDTEC Europe</td>
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<tr>
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<td>sensor technology/measurement: sensors, medical measurement technology, sensor IC, sensor design</td>
<td>DMEA, Berlin: Apr 21 - 23, 2020</td>
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<tr>
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<td>Apr 01, 2020</td>
<td>power supply: AC/DC converters, DC/DC converters battery and charging technologies power modules med. power supply</td>
<td>trade show issue MedtecLIVE</td>
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<tr>
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<td>medicine 4.0: medical IoT, mHealth, eHealth artificial intelligence, security digitalisation smart medical devices</td>
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<td></td>
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<td>trade show issue T4M-Expo focus: 3D print</td>
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<tr>
<td>4</td>
<td>Jun 30, 2020</td>
<td>Jun 02, 2020</td>
<td>electromechanics &amp; passive components: joining technique, relays, cases &amp; cooling technology, keys/switches/HMI condensers, resistors</td>
<td>electronics manufacturing: PCIM Europe</td>
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<td>embedded systems: medical PCs, embedded hardware, embedded software, displays components focus: experts and junior staff</td>
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<tr>
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<td>5</td>
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<td>Aug 14, 2020</td>
<td>medicine 4.0: medical IoT, mHealth, eHealth artificial intelligence, security digitalisation, smart medical devices</td>
<td>power supply: AC/DC converters, DC/DC converters battery and charging technologies power modules, med. power supply</td>
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<tr>
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<td>electronics manufacturing: clean room production, printed electronics industry 4.0 in medicine focus: plastics technology</td>
<td>Fakuma: Friedrichshafen, Oct 13 - 17, 2020</td>
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<td>SPS: Nuremberg, Nov 24 - 26, 2020</td>
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### Media Information 2020

#### Rates

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<th>Format/Colour</th>
<th>Width x Height</th>
<th>Type Area Width x Height</th>
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<td>90 x 260</td>
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<td>186 x 130</td>
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<td>43 x 260</td>
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<td>186 x 65</td>
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<td>58 x 130</td>
<td>680 €</td>
<td>810 €</td>
<td>960 €</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>210 x 50</td>
<td>186 x 43</td>
<td>680 €</td>
<td>810 €</td>
<td>960 €</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>105 x 74</td>
<td>90 x 65</td>
<td>500 €</td>
<td>620 €</td>
<td>710 €</td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>52 x 143</td>
<td>43 x 130</td>
<td>500 €</td>
<td>620 €</td>
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<tr>
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<td>500 €</td>
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<tr>
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<td>690 x 690</td>
<td>5,620 €</td>
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<tr>
<td>Per mm</td>
<td>4.10 €</td>
<td>4.90 €</td>
<td>5.80 €</td>
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<td></td>
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</tbody>
</table>

#### Loose Inserts/Bound Inserts

- **Bound Inserts up to 25g (incl. postage)**: 105 x 148 to 200 x 287, 3,970 €
- **2-Page Bound Inserts (incl. postage)**: 105 x 148 to 210 x 297, 5,630 €
- **4-Page Bound Inserts**
- **8-Page Bound Inserts**
- **Island Ad / mm**: 16.30 €, 22.70 €
- **Flap**: 9,310 €
- **Cover Picture**: 7,900 €

#### Discount

- **Frequency Discount** (1/8 page and larger)
  - 2 ads: 5%
  - 3 ads: 10%
  - 4 ads: 15%

- **Volume Discount**
  - 2 pages: 10%
  - 3 pages: 15%
  - 4 pages: 20%

#### Circulation Analysis

- **Print Run**: 11,213
- **Total Circulation**: 10,626
- **Abroad**: 162
- **Sold Copies**: 27
- **Subscription**: 27
- **Retail Sales**: –
- **Others**: –
- **Controlled Circulation**: 10,599
- **Remainder, Archive, Voucher Copies**: 587

#### Terms of Payment

- 2% discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing. A 3% discount is granted by direct debit.
Loose inserts / bound inserts / tip-on ads / CDs

Loose inserts:
- Minimum format: 105 mm width x 148 mm height
- Maximum format: 10 mm smaller than the magazine on each side
- Minimum weight: 150 gsm for single leaf
- Maximum weight: on request
- Positioning: best possible

Loose inserts must be delivered cut and folded and as a finished product and be adapted for mechanical processing. Placement possibilities: print run, part of circulation by zip-codes or by qualified addresses.

Bound inserts:
- Extent: 4 pages (more on request)
- Minimum format: 105 mm width x 148 mm height
- Maximum format: format of the magazine
- Minimum weight: for 4-pages products 100 gsm

Bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing.

Tip-on ads:
- Folded products must be close to the gutter and be adapted for mechanical processing.
- Positioning and formats on request.
- Placement possibilities: print run, part of circulation of the tip-on inserts by zip codes.

CD:
- Positioning on request.

Delivery date and address for bound inserts, loose inserts and tip-on ads:
- For dates and terms please ask your contact person.
- hofmann infoicom GmbH, Emmericher Str. 10, 90411 Nuremberg
- Delivery note: please mark clearly: "loose/bound insert CUSTOMER, for medical design-issue xy/2020"
Structure analysis

Industry*

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>82%</td>
<td>manufacturers of components, assemblies and systems for medical electronics</td>
</tr>
<tr>
<td>11%</td>
<td>universities/hospitals/public authorities</td>
</tr>
<tr>
<td>6%</td>
<td>order development, manufacturing, installation</td>
</tr>
<tr>
<td>1%</td>
<td>others</td>
</tr>
</tbody>
</table>

Field of activity*

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>63%</td>
<td>development and construction</td>
</tr>
<tr>
<td>11%</td>
<td>purchasing and procurement</td>
</tr>
<tr>
<td>18%</td>
<td>CEO, owner, board of directors</td>
</tr>
<tr>
<td>2%</td>
<td>others</td>
</tr>
<tr>
<td>6%</td>
<td>production and manufacturing</td>
</tr>
</tbody>
</table>

*source: recipients’ analysis, July 2019

SOCIAL MEDIA Plus

- distribution: medical-design.news, newsletter (issue to be determined), XING, twitter
- distribution on social media channels within 24 hours after article has been published on medical-design.news
- script, picture and format sizes similar to medical-design.news, article marked as „advert“ on website and in newsletter, logo or picture
- storytelling: characters: max. 2,000 incl. space, picture: max. 628 x 353 pixel, ratio: 16:9
- processing time: 5 days

€ 2,490.-
(no discounts)
Reactions to ads at medical-design.news* during the last 12 months

- I have informed myself: 34%
- I have purchased or recommended the purchase: 11%
- No reaction yet: 27%
- I have forwarded information: 28%

Newsletter of medical-design.news*

- Yes, I use the newsletter regularly: 64%
- Yes, I use the newsletter sometime: 29%
- No, I do not use the newsletter yet: 7%

Assessment medical-design.news*

- medical-design.news* offers high editorial quality: 88%
- medical-design.news* is reliable: 91%
- medical-design.news* is trustworthy: 93%
- medical-design.news* is up-to-date: 95%

Business line

- science/education: 18%
- ITC: 5%
- electronics: 57%
- pharmaceuticals: 5%
- measuring and testing technology: 20%
- plastic/rubber: 5%
- metalworking: 4%
- mechanical and plant engineering: 20%
- automation: 16%
- laboratory technology: 9%
- care: 4%
- doctor/practice: 4%
- manufacture of medical devices: 29%
- others: 2%

* formerly medizin-und-elektronik.de

User structure analysis October 2018
**Business relevant and/or interesting topics**

- medicine 4.0/smart health: 41%
- artificial intelligence: 38%
- big data: 27%
- data security: 46%
- approval/standards/certification: 36%
- design & usability: 29%
- wearables: 11%
- clean room technology: 9%
- image processing: 21%
- diagnosis: 30%
- therapy and procedures: 25%
- pre- and aftercare: 13%
- software development: 41%
- embedded systems: 41%
- power supply: 38%
- semiconductor: 18%
- drive technology: 39%
- electronics manufacturing: 55%
- measurement/sensor technology: 21%
- electromechanics: 25%
- passive components: 25%

**Main field of activity**

- corporate management: 13%
- purchasing/procurement: 4%
- marketing/sales: 7%
- development/design/research: 73%
- production/manufacturing/assembly: 9%
- data processing: 4%
- quality management/assurance: 13%
- technical management: 20%
- after-sales service: 2%
- organization/logistics: 2%

multiple answers possible
Involvement in investment decisions

- Purchase/budget approval: 11%
- Decision regarding supplier: 27%
- Decision regarding product/service: 20%
- Consultation regarding supplier: 39%
- Consultation regarding product/service: 59%

Multiple answers possible

Information sources for products, suppliers and news in professional electronics for medical applications

- Trade journals from specialized publishers: 66%
- Independent e-mail newsletters from specialized publishers: 52%
- Independent websites of specialized publishers: 34%
- Websites of manufacturers: 59%
- Exhibitions/trade fairs/symposia/congresses: 57%
- Seminars, workshops and trainings (not online/virtual): 25%

Multiple answers possible

89% of users find advertising useful when it fits the content.
**Newsletter advertising**

The medical design newsletter reaches nearly 10,000 recipients (as per 08/2019) and offers with its current trends, products and subject-specific topics an accurate communication for advertisers.

### Possible ad placement

<table>
<thead>
<tr>
<th>Native ad, text ad, billboard, leaderboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>position 1:</td>
</tr>
<tr>
<td>position 2+3:</td>
</tr>
<tr>
<td>position 4:</td>
</tr>
</tbody>
</table>

### Event listing in the newsletter

Text with max. 140 characters incl. spaces and URL (max. 1 link) in 2 newsletters

€ 490.00

### Example native ad without logo

Visualization like an article

Headline + text and URL (max. 1 link)

Image: 225 x 127 pixel, max. 200 KB

Headline: max. 40 characters,
Text: max. 300 characters incl. spaces each

Data format: PNG, JPEG, GIF*

### Example text ad with logo

Headline + text and URL (max. 1 link)

Image: 225 x 127 pixel, max. 200 KB

Logo: 150 x 50 pixel

Headline: max. 40 characters,
Text: max. 300 characters incl. spaces each

Data format: PNG, JPEG, GIF*

---

**Customized Newsletter subgroup** (per product interest):

- **Basic rate**: € 1,990.00
  - (no discounts)

- **Plus per thousand recipients**: € 280.00
  - (no discounts)

**Exclusive sponsoring**

- **Premium leaderboard + billboard + 3 editorial messages**
  - € 4,690.00
  - (no discounts)

- Mention within the subject heading

---

**Exclusive sponsoring**

- **Premium leaderboard + billboard, 3 editorial mentions, mention within the subject heading**
  - € 4,690.00
  - (no discounts)

---

**Showroom (in English)** with technical details on www.medical-design.news/media/showroom

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* GIF without animation
<table>
<thead>
<tr>
<th>CW</th>
<th>Date</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td></td>
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</tr>
<tr>
<td>3</td>
<td>Jan 15, 2020</td>
<td>drive technology</td>
</tr>
<tr>
<td>4</td>
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<td>power supply</td>
</tr>
<tr>
<td>5</td>
<td>Jan 29, 2020</td>
<td>laser technology</td>
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<tr>
<td>FEBRUARY</td>
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<tr>
<td>6</td>
<td>Feb 05, 2020</td>
<td>measurement/sensor technology</td>
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<tr>
<td>7</td>
<td>Feb 12, 2020</td>
<td>preview embedded world</td>
</tr>
<tr>
<td>8</td>
<td>Feb 19, 2020</td>
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<td>preview SMTconnect</td>
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<td>plastics technology</td>
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<td>42</td>
<td>Oct 14, 2020</td>
<td>power supply</td>
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<tr>
<td>43</td>
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<td>embedded systems</td>
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<td>44</td>
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<td>preview electronica</td>
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<td>NOVEMBER</td>
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<td>45</td>
<td>Nov 04, 2020</td>
<td>preview MEDICA/COMPAMED</td>
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<td>Nov 11, 2020</td>
<td>preview SPS</td>
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<td>Nov 18, 2020</td>
<td>drive technology</td>
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<td>power supply</td>
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<td>DECEMBER</td>
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<td>49</td>
<td>Dec 02, 2020</td>
<td>electromechanics</td>
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<td>50</td>
<td>Dec 09, 2020</td>
<td>measurement/sensor technology</td>
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</tbody>
</table>
Banner advertising

**Large-/Leaderboard**
- € 330.-/1,000 ad impressions (970 x 90 pixel, 150-300 KB)
- € 260.-/1,000 ad impressions (728 x 90 pixel, 150-300 KB)

**Billboard**
- € 390.-/1,000 ad impressions (970 x 250 bzw. 800 x 250 pixel, 150-300 KB)

**Wide Skyscraper**
- € 170.-/1,000 ad impressions (160 x 600 pixel, 40-80 KB)

**Medium Rectangle**
- € 200.-/1,000 ad impressions (300 x 250 pixel, 40-80 KB)

**Halfpage Ad**
- € 300.-/1,000 ad impressions (300 x 600 pixel, 150 KB)

**Halfpage Ad**
- € 300.-/1,000 ad impressions (300 x 600 pixel, 150 KB)

**Halfpage Ad**
- € 300.-/1,000 ad impressions (300 x 600 pixel, 150 KB)
Banner advertising

**Native Ad**
€ 390.-/1,000 ad impressions (640 x 250 pixel, 150 KB)
headline: max. 25 characters
teaser text: max. 90 characters
link text: max. 20 characters
image: 300 x 225 / 154 x 154 / 300 x 169 pixel

**Sponsoring theme world**
€ 1,490.- for 4 weeks (no discounts)
image: 628 x 353 pixel, 16:9, logo in the image

**Online Advertorial**
€ 2,990.-/month (no discounts)
product image (min. 628 x 353 pixel, 16:9),
headline text: max. 50 characters incl. spaces;
text: max. 160 characters incl. spaces, max. 200 KB

Visit our showroom at www.medical-design.news/media/showroom (also in English!)
Special ads

**Wallpaper 1**
€ 380.-/1,000 ad impressions
leaderboard (728 x 90 pixel)
+ wide skyscraper / halfpage ad (160 x 600 / 300 x 600 pixel), 80 KB

**Wallpaper 2**
€ 390.-/1,000 ad impressions
large leaderboard (970 x 90 pixel)
+ wide skyscraper / halfpage ad (160 x 600 / 300 x 600 pixel), 150 KB

**Fireplace**
€ 500.-/1,000 ad impressions
top (990 x 90 pixel), 150 KB
+ wide skyscraper left / right (160 x 600 pixel), 80 KB

Banner mobile

**Top Position**
- mobile banner (6:1)
  € 210.-/1,000 ad impressions
  320 x 50 pixel
- mobile banner (4:1)
  € 250.-/1,000 ad impressions
  320 x 75 pixel
- mobile banner (alternative)
  € 290.-/1,000 ad impressions
  320 x 100 pixel
  recommended: 80 KB

**Mobile (In Content)**
- mobile content (6:1)
  € 190.-/1,000 ad impressions
  320 x 50 pixel
- mobile content (4:1)
  € 230.-/1,000 ad impressions
  320 x 75 pixel
- mobile content (alternative)
  € 270.-/1,000 ad impressions
  320 x 100 pixel
- mobile rectangle
  € 310.-/1,000 ad impressions
  300 x 250 pixel
- mobile interstitial
  € 350.-/1,000 ad impressions
  320 x 480 pixel
- mobile halfpage ad
  € 390.-/1,000 ad impressions
  300 x 600 pixel
  recommended: 80-150 KB

**Mobile Parallax**
€ 390.-/1,000 ad impressions
320 x 600 pixel
recommended: 150 KB

Possible file formats: GIF, JPEG, HTML, PNG, Iframe, Redirect

Data correspond to recommended file size, max. 1 MB possible

Due to different pixel density of the devices, all banner formats can also be requested in double size. Price on request
Your event partners

In close cooperation with the responsible editorial staff, the events department organises around 50 national and international B2B trade congresses, tech forums, symposia, intensive seminars and workshops each year.

Exhibition and Sponsorship

Our events and exhibitions provide an excellent opportunity to target a professional and interested audience - personally and with highly targeted coverage.

Help your customers overcome current technical challenges by introducing them to your products, systems and services right where they are looking for them.

Various sponsorship formats ensure your customized brand appearance. Invest in your brand image by sponsoring!

Everything is possible, from sponsored congress bags, pencils, writing pads, lanyards, inserts in the congress hand-outs, online banners, “banner ups”, up to a sponsored coffee break or get-together.

In addition to the WEKA events, we offer separate modules or a full service concept, tailor-made to your needs!

Your advantages at a glance:

- Strong brands!
- Qualified and personalized addresses in the B2B environment!
- Top-class network of speakers, sponsors and exhibitors from industry, science and multipliers (organizations)!
- Large network of service providers (such as locations, catering, technical equipment, layout)!
- More than 20 years experience in event management!

Give us a call! We are looking forward to hearing from you.

Contact: Corina Prell, Sales Manager Events
Phone: +49 89 25556-1393
E-mail: cprell@weka-fachmedien.de

Current events and designer forums of WEKA FACHMEDIEN at www.weka-fachmedien.de
## Customized Services

WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a cross-media marketing portfolio across all industries.

<table>
<thead>
<tr>
<th>PR services / content creation</th>
<th>Event management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whether you want to arouse curiosity, convince or inform – we support and mediate the creation of neutral, independent and customized tailored content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.</td>
<td>Benefit from our professional all-round package for your events. Whether in-house exhibitions, roundtables, partner events or press conferences – we organize your tailor-made event. Our event services include among others: conception, location selection, speaker placement, invitation management, catering.</td>
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<table>
<thead>
<tr>
<th>Lead generation</th>
<th>Social media concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate valuable contact data from potential customers, for example with: webinars, white paper, sweepstakes.</td>
<td>With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Cross-industry media planning</th>
<th>Video and audio productions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefit from our numerous media brands in the form of a cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.</td>
<td>Our own video team, which produces over 300 films a year is at your disposal for film and audio productions of all types as well as postproduction and editing. Examples: company presentation, trade fair films, interviews, product clips.</td>
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</table>

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<thead>
<tr>
<th>Translations</th>
<th>Market research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional translations are becoming more and more important with increasing internationalization. Let our service providers translate your documents, such as marketing materials, white papers, operating instructions or data sheets, for specific target groups and technical fields, using the correct specialist terminology.</td>
<td>Would you like to measure the success of a campaign? Or do you want to test the launch of a new product? Our individual market research tools, such as a copy test tailored to your needs or a targeted online survey, are available to you for this purpose.</td>
</tr>
</tbody>
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**Contact:**
Marc Adelberg – Customer Brand Manager  
phone: +49 89 25556-1572  
email: madelberg@weka-fachmedien.de
1. An “order” in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements of an advertiser or other advertising space buyer in the magazines of the publisher for the purpose of distribution, and to the placement of online advertising on the web sites of the publisher. The order will be concluded with the acceptance of the order by the publisher. Online advertising will cover banners, pop-ups, special interest and keyword placements.

2. In the event of any conflict between the terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The publisher may alter the terms and conditions at any time. They will inform their clients in good time of any alteration, at the latest one month in advance.

4. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client. In the case of third-party orders, the publisher is free to adopt the terms and conditions to suit the purpose of the advertised legal entity or the origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publishing. The price of online advertising already inserted will also be billed.

5. Cancellation terms print: Cancellation is possible free of charge until the ad closing date.

6. If artwork is transmitted to the publisher digitally by a data medium, it will only be returned on special request to the client.

7. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising, or wholly or partly cancel the order (redhibitory action). Should the publisher allow a reasonable term set by the client for the purpose to pass by, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).

8. The publisher is not liable for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising, or wholly or partly cancel the order (redhibitory action).

9. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the current order on hold until payment, and demand advance payment for further advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed and payment of any outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.

10. The publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed and payment of any outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.

11. When the order is placed or if payment is billed on a pay-per-click basis, the number of actual clicks.

12. The client avouches that they are entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that they will abide by the applicable data privacy legislation – in particular of the Federal and Teleservices Data Protection Act – and also impose such a responsibility on their employees. Should the client breach this agreement, the advertising material will be removed from the insertion of advertising material in the online advertising the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TTeleG) and/or of the Interstate Broadcasting Agreement (IKT), which defines the basic principles for the protection of personal data (BDSG) in the collective agreement.

13. In the event of wholly or partly illegible, incorrect or incomplete implementation of an advertisement, the client may claim a reduction of a faults substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set by the client for the purpose to pass by, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).

14. The client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).

15. The client must report evident inefficiencies of online advertising in writing within three weekdays after said online advertising goes live; otherwise a claim may no longer be enforced.

16. In other respects the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

17. In cases of neglect the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpredictable or atypical damages and loss of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions.

18. All claims by the client of the publisher resulting from malperformance or inefficiencies of online advertising expire one year after the origination of such claim, that is, unless they are founded on claims of deliberate negligence.

19. No proof will only be supplied if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include all error corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

20. In no particular case are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.

21. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising material are taken from the valid price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders, increases increase immediately after announcement of the terms and conditions. If payment for online advertising is billed on a CPA basis, the publisher will inform the client on the number of ad impressions, the ad clicks and the ad click rate (ratio of ad clicks to ad impressions) of the web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, the number of actual clicks.

22. The publisher is only liable in as much as the client, upon filing an action, possesses an office or a habitual residence in the Federal Republic of Germany.

medical design, the trade journal for electronics in medical technology

The web service medical-design.news

The newsletter of medical-design.news

Your crossmedia brand

Official media partner

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