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Skype: E&Tech Media

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mstolka@weka-fachmedien.de
1 Title: medical design

2 Characteristics: medical design is the specialist medium for constructors and developer of medical devices. The trade journal and the the corresponding specialist portal www.medical-design.news are aimed at to 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 IoT, mHealth, eHealth artificial intelligence, security digitalisation, smart medical devices</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 systems: medical PCs, embedded hardware, embedded software, displays, components focus: politics &amp; law</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>electronics &amp; passive components: joining technique, relays cases &amp; cooling technology keys/switches/HMI condensers, resistors</td>
<td>sensor technology/measurement: sensors, medical measurement technology, sensor IC, sensor design</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>focus: healthcare IT</td>
<td>trade show issue MedtecLIVE</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</td>
<td>electronics manufacturing: clean room production printed electronics industry 4.0 in medicine</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>focus: healthcare IT</td>
<td>trade show issue T4M-Expo</td>
</tr>
<tr>
<td>3</td>
<td>Apr 30, 2020</td>
<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>electronics manufacturing: clean room production printed electronics industry 4.0 in medicine</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>medicine 4.0: medical IoT, mHealth, eHealth artificial intelligence, security digitalisation smart medical devices</td>
<td>electronics manufacturing: clean room production printed electronics industry 4.0 in medicine</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>trade show issue T4M-Expo</td>
<td>trade show issue SMTconnect</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>focus: healthcare IT</td>
<td>focus: 3D print</td>
</tr>
<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: clean room production printed electronics industry 4.0 in medicine</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>embedded systems: medical PCs, embedded hardware, embedded software, displays components</td>
<td>power supply: AC/DC converters, DC/DC converters battery and charging technologies power modules, med. power supply</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>focus: experts and junior staff</td>
<td>image processing: med. image processing software for image processing artificial intelligence, microscopy</td>
</tr>
<tr>
<td>5</td>
<td>Sep 10, 2020</td>
<td>Aug 14, 2020</td>
<td>medicine 4.0: medical IoT, mHealth, eHealth artificial intelligence, security digitalisation, smart medical devices</td>
<td>electronics manufacturing: clean room production, printed electronics, industry 4.0 in medicine</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>electronics manufacturing: clean room production, printed electronics, industry 4.0 in medicine</td>
<td>power supply: AC/DC converters, DC/DC converters battery and charging technologies power modules, med. power supply</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>focus: electronics manufacturing</td>
<td>focus: plastics technology</td>
</tr>
<tr>
<td>6</td>
<td>Nov 03, 2020</td>
<td>Oct 07, 2020</td>
<td>trade show issue electronica</td>
<td>image processing: med. image processing software for image processing artificial intelligence, microscopy</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>trade show issue MEDICA/COMPAMED</td>
<td>drive technology: microdrives pump motors piezo motors DC motors brush-free drives</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>focus: laser technology</td>
<td>image processing: med. image processing software for image processing artificial intelligence, microscopy</td>
</tr>
</tbody>
</table>

Note: The table includes the following sections: issue, date of publication, ad closing date, main topic, and trade shows. The main topic section lists the key areas covered in each issue. The trade shows section highlights the associated trade shows in each issue's location and dates.
### Media Information 2020 Rates

<table>
<thead>
<tr>
<th>format/colour</th>
<th>format width x height</th>
<th>type area width x height</th>
<th>b/w</th>
<th>2c</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>210 x 297</td>
<td>186 x 260</td>
<td>3,630 €</td>
<td>4,360 €</td>
<td>5,100 €</td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>152 x 205</td>
<td>137 x 190</td>
<td>2,140 €</td>
<td>2,540 €</td>
<td>2,990 €</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>105 x 297</td>
<td>90 x 260</td>
<td>1,860 €</td>
<td>2,250 €</td>
<td>2,610 €</td>
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<tr>
<td>1/2 page horizontal</td>
<td>210 x 143</td>
<td>186 x 130</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>70 x 297</td>
<td>58 x 260</td>
<td>1,270 €</td>
<td>1,520 €</td>
<td>1,770 €</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>210 x 99</td>
<td>186 x 86</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>105 x 143</td>
<td>90 x 130</td>
<td>1,010 €</td>
<td>1,200 €</td>
<td>1,400 €</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>52 x 297</td>
<td>43 x 260</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>210 x 74</td>
<td>186 x 65</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>70 x 143</td>
<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></td>
<td></td>
<td></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></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>210 x 37</td>
<td>186 x 33</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/4th cover page</td>
<td></td>
<td></td>
<td>5,620 €</td>
<td></td>
<td></td>
</tr>
<tr>
<td>per mm</td>
<td></td>
<td></td>
<td>4.10 €</td>
<td>4.90 €</td>
<td>5.80 €</td>
</tr>
<tr>
<td>additional position charge</td>
<td>We charge an additional fee of 10 % of the basic rate for requested and confirmed positions (minimum € 160.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Loose Inserts/Bound Inserts

- **Bound inserts up to 25g (incl. postage)**
  - to 105 x 148
  - 200 x 287
  - 3,970 €
- **2-prages bound inserts (incl. postage)**
  - to 105 x 148
  - 210 x 297
  - 5,630 €
  - 5,900 €
  - 7,860 €
- **Island ad / mm**
  - 16.30 €
  - 22.70 €
- **Flap**
  - 9,310 €
- **Cover picture**
  - 7,900 €

Additional 5 mm to be cut off

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### Circulation Analysis

<table>
<thead>
<tr>
<th>Print run:</th>
<th>11,213</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total circulation:</td>
<td>10,626</td>
</tr>
<tr>
<td>Abroad:</td>
<td>162</td>
</tr>
<tr>
<td>Sold copies:</td>
<td>27</td>
</tr>
<tr>
<td>Abroad:</td>
<td>2</td>
</tr>
<tr>
<td>Subscriptions:</td>
<td>27</td>
</tr>
<tr>
<td>Member copies:</td>
<td>—</td>
</tr>
<tr>
<td>Retail sales:</td>
<td>—</td>
</tr>
<tr>
<td>Others:</td>
<td>—</td>
</tr>
<tr>
<td>Controlled circulation:</td>
<td>10,599</td>
</tr>
<tr>
<td>Remainder, archive, voucher copies:</td>
<td>587</td>
</tr>
</tbody>
</table>

### Discounts

<table>
<thead>
<tr>
<th>Frequency discount (1/8 page and larger)</th>
<th>Volume discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 ads</td>
<td>5 %</td>
</tr>
<tr>
<td>3 ads</td>
<td>10 %</td>
</tr>
<tr>
<td>4 ads</td>
<td>15 %</td>
</tr>
</tbody>
</table>

### 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
- Positioning: for mechanical processing

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

Delivered date and address for bound inserts, loose inserts and tip-on ads:
For dates and terms please ask your contact person.

hofmann infocon GmbH, Emmericher Str. 10, 90411 Nuremberg
Delivery note: please mark clearly: "loose/bound insert CUSTOMER, for medical design-issue xy/2020"

Technical data / processing

Printing technique / processing:
- Cover: sheet-fed offset
- Contents: web-fed offset
- Paper: Holmen Plus 72
- Processing: wire stitching
- Format: trimmed format: 210 x 297 mm
  add 5 mm per trimmed edge for bleed size
  type area: 186 mm x 260 mm

Please position all image elements 4 mm from the outer edges. We prefer non-separatet single-page PDFs in the format V1.3 or V1.4.

For detailed specifications please ask your contact person.
Stefan Buchner, disposition, Phone +49 89 25556-1481,
Teresa Manuri, disposition, Phone +49 89 25556-1482
Delivery address for advertising material: DISPO.MedicalDesign@wekanet.de

file names should be given as in the example: customer_md_issue (example: lexware_md_1_20)

Proof
- Contents: Content proofs must be delivered in 4c based on the standard "PSO_LWC_Improved_eci.icc" for offset printing.
- Cover: Cover proofs must be delivered in 4c based on the standard "ISOcoated_v2_eci.icc" for offset printing, unless we may not print your ad. The appropriate profiles may be downloaded at www.eci.org.

Small tone value variations may occur (tolerance range due to the web offset printing process.
In multi-colour print black full tone areas should have a 40% cyan to give a rich black.

FTP access: on request

media information 2020
### Structure analysis

#### Industry*

- **82%** manufacturers of components, assemblies and systems for medical electronics
- **11%** order development, manufacturing, installation
- **6%** universities/hospitals/public authorities
- **1%** others

*source: recipients’ analysis, July 2019

### Field of activity*

- **63%** development and construction
- **18%** purchasing and procurement
- **11%** CEO, owner, board of directors
- **2%** others

*source: recipients’ analysis, July 2019

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### 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%
I have forwarded information 28%
No reaction yet 27%

Assessment medical-design.news*

- offers high editorial quality: 88%
- is reliable: 91%
- is trustworthy: 93%
- is up-to-date: 95%

multiple answers possible

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%

multiple answers possible

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

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%

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.
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

Native ad, text ad, billboard, leaderboard
- position 1: € 2,190.-
- position 2+3: € 1,890.-
- position 4: € 1,590.-

Event listing in the newsletter

Text with max. 140 characters incl. spaces and URL (max. 1 link) in 2 newsletters € 490.-

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*

Leaderboard

630 x 90 pixel, max. 200 KB,
Data format: PNG, JPEG, HTML, GIF*
€ 1,890.-

Billboard

630 x 200 pixel, max. 200 KB
Data format: PNG, JPEG, HTML, GIF*

Exclusive sponsoring

premium leaderboard + billboard,
3 editorial mentions,
mention within the subject heading € 4,690.-
(no discounts)

Small Rectangle

291 x 156 pixel, max. 200 KB
Data format: PNG, JPEG, HTML, GIF*
€ 990.-

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*

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

* GIF without animation
## Newsletter schedule

<table>
<thead>
<tr>
<th>CW</th>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Jan 15, 2020</td>
<td>drive technology</td>
</tr>
<tr>
<td>4</td>
<td>Jan 22, 2020</td>
<td>power supply</td>
</tr>
<tr>
<td>5</td>
<td>Jan 29, 2020</td>
<td>laser technology</td>
</tr>
<tr>
<td>6</td>
<td>Feb 05, 2020</td>
<td>measurement/sensor technology</td>
</tr>
<tr>
<td>7</td>
<td>Feb 12, 2020</td>
<td>preview embedded world</td>
</tr>
<tr>
<td>8</td>
<td>Feb 19, 2020</td>
<td>passive components</td>
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<tr>
<td>9</td>
<td>Feb 26, 2020</td>
<td>wearables</td>
</tr>
<tr>
<td>10</td>
<td>Mar 04, 2020</td>
<td>electromechanics</td>
</tr>
<tr>
<td>11</td>
<td>Mar 11, 2020</td>
<td>image processing</td>
</tr>
<tr>
<td>12</td>
<td>Mar 18, 2020</td>
<td>preview MedtecLIVE</td>
</tr>
<tr>
<td>13</td>
<td>Mar 25, 2020</td>
<td>power supply</td>
</tr>
<tr>
<td>14</td>
<td>Apr 01, 2020</td>
<td>medicine 4.0</td>
</tr>
<tr>
<td>15</td>
<td>Apr 08, 2020</td>
<td>healthcare IT</td>
</tr>
<tr>
<td>16</td>
<td>Apr 15, 2020</td>
<td>preview PCIM</td>
</tr>
<tr>
<td>17</td>
<td>Apr 22, 2020</td>
<td>preview T4M-Expo</td>
</tr>
<tr>
<td>18</td>
<td>Apr 29, 2020</td>
<td>preview SMTconnect</td>
</tr>
<tr>
<td>19</td>
<td>May 06, 2020</td>
<td>electromechanics</td>
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<tr>
<td>20</td>
<td>May 13, 2020</td>
<td>embedded systems</td>
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<td>21</td>
<td>May 20, 2020</td>
<td>power supply</td>
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<td>22</td>
<td>May 27, 2020</td>
<td>drive technology</td>
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<tr>
<td>23</td>
<td>Jun 03, 2020</td>
<td>medicine 4.0</td>
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<td>24</td>
<td>Jun 10, 2020</td>
<td>preview SENSOR+TEST</td>
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<tr>
<td>25</td>
<td>Jun 17, 2020</td>
<td>connection technology</td>
</tr>
<tr>
<td>26</td>
<td>Jun 24, 2020</td>
<td>prostheses</td>
</tr>
</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)
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 Paralax**
€ 390.- / 1,000 ad impressions
320 x 600 pixel
recommended: 150 KB

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

Possible file formats: GIF, JPEG, HTML, PNG, Iframe, Redirect
Data correspond to recommended file size, max. 1 MB possible
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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<tr>
<th>Lead generation</th>
<th>Social media concepts</th>
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</thead>
<tbody>
<tr>
<td>Generate valuable contact data from potential customers, for example with: web-seminars, 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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<tr>
<th>Cross-industry media planning</th>
<th>Video and audio productions</th>
</tr>
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<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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<th>Translations</th>
<th>Market research</th>
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<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>
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Contact:
Marc Adelberg – Customer Brand Manager
phone: +49 89 25556-1572 - email: madelberg@weka-fachmien.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 websites of the publisher. Online advertising will cover banners, pop-ups, special interest and keyword placements.

2. The publisher reserves the right to decline advertisement orders on behalf of third parties, the contract will be concluded directly with the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency as the ordering party and the issue of an order to the advertising agency verified in writing.

3. Advertising brokers and advertising agencies are bound to abide by the price list of the publisher in their proposals, contracts and billing with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

4. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher is free to insert an advertisement at a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine.

5. The requirement for this is a procurable availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column with the greatest possible consideration of the client’s interests.

6. Place of advertising will be assessed as reasonably seen fit with the greatest possible consideration of the client’s interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the date of appearance of online advertising for technical or other comprehensible reason.

7. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will terminate insertion of the online advertising immediately after receipt of the cancellation.

8. Cancellation fee online: Cancellation until two weeks before the commencement of insertion is free of cost. In the event of cancellation within a shorter term the publisher is entitled to bill the following costs:

   - 50% of the net value of the order for cancellation less than two weeks before the commencement of insertion;
   - 50% of the net value of the order for cancellation within one week of the commencement of insertion;
   - 100% of the net value of the order that is still due at the time of terminating insertion of online advertising.

9. The price of online advertising already inserted will also be billed.

10. Cancellation of online advertising can only be agreed in writing. Cancellation for reasons of ad closing date.

11. Different to the above provisions, cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest. Cancellation for reasons of ad closing date.

12. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, or other copyright associations and/or owners.

13. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will terminate insertion of the online advertising immediately after receipt of the cancellation.

14. On request the publisher will supply an advertisement proof. Depending on the nature and scope of the advertising order, advertisement cutouts, proof in agreed versions that are wished by the client and for which the latter is responsible because of the technical quality of the supplied ready to print copy and/or advertising material will be borne by the client. Should any deficiencies in the ready to print copy and/or advertising material not be immediately discernible but only become so in the printing operation and/or upon insertion, the client is not entitled to raise any claims for an inadequate impression and/or poor impression.

15. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect they confirm to the publisher that all claims of third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.
Official media partner

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

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