

MEDIA KIT 2026

KTM

Krankenhaus
TECHNIK+MANAGEMENT

 medhochzwei
Medien für das Gesundheitswesen

PRINT & DIGITAL



KTM Krankenhaus Technik + Management

Newsletter: KTM – kurz und wichtig

KTM on Social Media

KTM-Online Seminar



THE PROFESSIONAL JOURNAL
FOR THE HEALTHCARE-MARKET

www.ktm-journal.de

YOUR MESSAGE- OUR PLATTFORMS

Professional Journal: KTM Krankenhaus Technik + Management | page 6

Print + Digital across the entire DACH-region

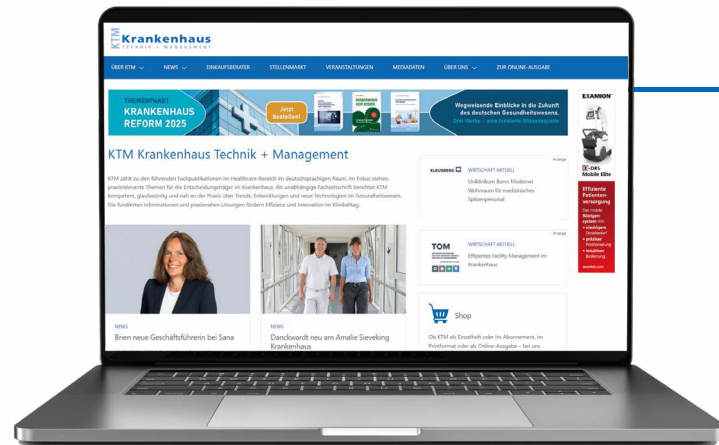
Circulation: over 9,000 copies (IVW-audited)

9 issues per year

53rd volume

Offers:

- Advertisements
- Advertorial/Company profile
- Front-page package
- New products report
- Inserts/Loose inserts
- Buyers' guide
- Job market
- Events



Website | page 9

Industry-relevant content with traffic generated through social media, news and newsletters.

Offers:

- Superbanner: homepage or section
- Skyscraper, Leaderboard, Medium Rectangle
- Wirtschaft aktuell (online advertorial)
- Sections: Buyers' guide, Job market, Events

Online-Academy | page 9

Neutral platform for topic-specific seminars in cooperation with KTM and medhochzwei

Offers:

- Topic-specific seminars with additional sponsors
- Standalone seminar with medhochzwei
- Media package for additional reach

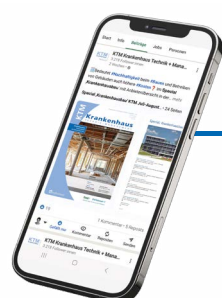


Newsletter | page 8

12 times per year + special newsletters approx. 9,400 recipients in the healthcare sector

Offers:

- Banner/Sponsored Post
- Standalone-Newsletter
- Job Market



Social Media

Current news and articles within a strong network on LinkedIn, Instagram and Facebook. More than 4,000 followers.

Profile

KTM Krankenhaus Technik + Management is one of the leading specialist publications in the healthcare sector in the German-speaking region, with over 9,000 distributed copies (IVW-audited). The focus lies on practice-oriented topics for decision-makers in hospitals: board members, managing directors and commercial managers, medical and nursing directors, procurement managers as well as heads of administration, IT, nursing, (medical) technology, logistics and hygiene.

As an independent trade journal, KTM provides expert, credible and practice-focused reporting on trends, developments and new technologies in healthcare. Its well-founded information and practical solutions support efficiency and innovation in day-to-day hospital operations.

Frequency 9 issues annually
Volume 53. Volume 2026
Web address www.ktm-journal.de

Official journal of the associations Fachverband Biomedizinische Technik e. V.

Deutsche Gesellschaft für Telemedizin e. V.


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www.medhochzwei-verlag.de

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Distribution Ulrike Breuss

Subscription rates Annual Sub. (Domestic) €134.00 (incl. p&p & VAT)
(Print+Online)
Annual Sub. (International) €149.00 (incl. p&p & VAT)
(Print+Online)
Annual Digital Sub. €96.00 (incl. VAT)
Trial Sub. €19.00 (plus p&p & VAT)
(3 issues)

ISSN 1619-4772

Technical Data

Magazine format DIN A4
210 × 297 mm trimmed
216 × 303 mm untrimmed (with 3 mm bleed on each side)

Type area 175 mm wide, 265 mm high
3 columns of 55 mm each (editorial section)
4 columns of 44 mm each (job market, buyers' guide)

Printing & binding method Offset printing
Perfect binding

Print materials (digital) via E-Mail to
barbara.niedermaier@medhochzwei-verlag.de

Please note that without a colour-accurate proof (with Ugra/FOGRA CMYK media wedge), we cannot guarantee the correct reproduction of the advertisement.

Dates see annual editorial schedule (page 5)

Publication 9 x annually
Double issues January/February, May/June
and July/August

Publication dates 4. of the month
Print materials by the advertising deadline

Payment net within 30 days of invoice date; 2% discount for advance payment before publication or by direct debit

Bank details Heidelberger Volksbank eG
IBAN: DE81 6729 0000 0046 6600 05
SWIFT/BIC: GENODE61HD1
USt.-ID: DE 267309671

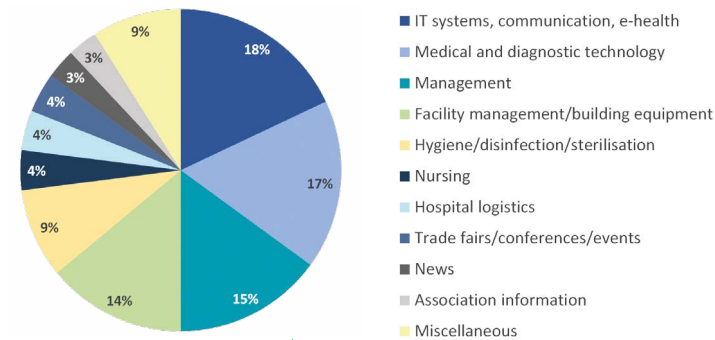
Delivery address for Inserts/Loose inserts Bonifatius GmbH
Karl-Schurz-Straße 26
33100 Paderborn
Note: "For KTM, Issue ____/2026"
(please specify quantity)

Extent analysis (10/2024–09/2025) = 10 issues

Magazine format	DIN A4 (210 × 297 mm)
Total extent	691 pages = 100%
Editorial section	551 pages = 80%
Advertising section	140 pages = 20%
Inserts	4 items

Editorial content analysis (10/2024–09/2025) = 551 pages

IT systems, communication, e-health	100 pages = 18 %
Medical and diagnostic technology	93 pages = 17 %
Management	82 pages = 15 %
Facility management/building equipment	80 pages = 14 %
Hygiene/disinfection/sterilisation	50 pages = 9 %
Nursing	23 pages = 4 %
Hospital logistics	21 pages = 4 %
Trade fairs/conferences/events	20 pages = 4 %
News	19 pages = 3 %
Association information	15 pages = 3 %
Miscellaneous (editorial, contents, editorial preview, ...)	48 pages = 9 %



Circulation audit



Circulation analysis Copies per issue (average 10/24 to 09/25)

Print run	9.363	of which	
Actual circulation (AC)	9.076	abroad	387
Sold circulation subscription copies other sales	722	abroad	58
	704	member copies	474
	17		
Free copies of which display copies	8.604	permanent free copies	3.216
	1.261	rotating free copies	5.388
Remaining, archive and specimen copies	287		

Geographical distribution	Germany	8.689 Ex.	95,7 %
	Abroad	387 Ex.	4,3 %
	AC	9.076 Ex.	100,0 %

Recipient database

Permanent recipients	sold circulation	722
	permanent free copies	3.216
Rotating recipients	Rotation with each issue. Each recipient receives an average of 5 out of 10 issues.	23.007
Total number	Recipients in database	26.945

Industries/Operational function

Recipient groups	Percentage share	Recipients
Hospitals	86,8	23.384
Companies/Engineering./Arch./Univ./Authorities./Assoc.	12,5	3.363
Private individuals (graduate engineers, students, etc.) + others	0,7	198
Total number of recipients	100,0	26.945

Hospitals, of which

Board members	0,3	68
Commercial managing directors, admin. directors/mgmt.	14,7	3.426
Quality management officers, controllers	3,3	765
HR directors	8,4	1.966
Med. directorate, med. mgmt.	24,8	5.794
Nursing directorate, nursing mgmt.	8,3	1.949
Senior OR nurses	1,7	402
IT management	7,0	1.652
Technical management/executive mgmt.	10,8	2.530
Medical engineers (grad. eng., etc.)	5,8	1.366
Procurement mgmt, materials & purchasing mgmt.	6,0	1.399
Pharmacy management	0,8	180
Laboratory management	2,5	589
Hygiene & sterilisation officers	4,2	981
Others (e.g., kitchen, logistics, marketing ...)	1,4	317
Total number of recipients in hospitals	100,0	23.384

Method of analysis: data evaluation – full survey, August/September 2025

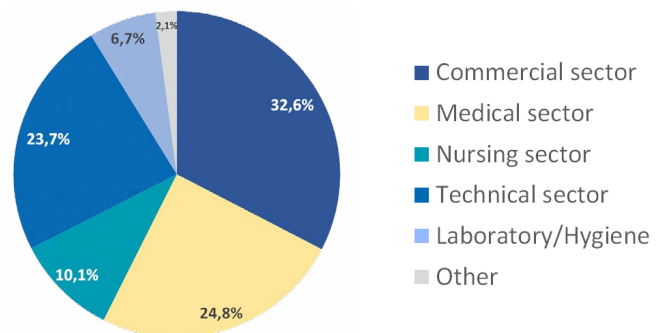
Recipient content database

The recipient database contains the addresses of all recipients. It can be filtered by function – postal code – domestic and international – Nielsen areas (further details available on request).

For each issue, the mailing list is compiled according to the reporting focus and the special topic: for example, all technical managers receive the issue featuring the Facility Management special.

Recipient group: hospitals & rehabilitation clinics | 23,384 recipients

Commercial sector	7.624		32,6 %
Medical sector	5.794		24,8 %
Nursing sector	2.351		10,1 %
Technical sector	5.548		23,7 %
Laboratory/Hygiene	1.570		6,7 %
Other	497		2,1 %

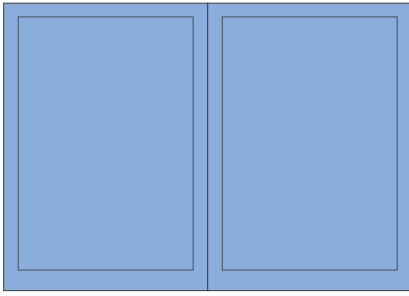


Issue	Key topics	Events
REGULAR TOPICS	management, nursing, IT systems, medical technology, hygiene, facility management, logistics	Pro Care 10.–11.Feb. 26, Hannover, www.pro-care-hannover.de Symposium Intensivmedizin und Intensivpflege 11.–13.Feb. 26, Bremen, www.intensivmed.de Dt. Interdisziplinärer Notfallmedizinikkongress 05.–06.Mar. 26, Koblenz, www.dink-kongress.de 22. OP-Management-Kongress 15.–16.Apr. 26, Bremen, www.op-management-kongress.de DMEA – Connecting Digital Health 21.–23.Apr. 26, Berlin, www.dmea.de 18. Kongress für Allg. und Krankenhaus-Hygiene (DGKH) 26.–29.Apr. 26, Berlin, www.krankenhaushygiene.de Deutscher Krankenhaus-Controller-Tag 28.–29.Apr. 26, Potsdam, www.controllertag.de Pflege Plus – Fachmesse für den Pflegemarkt 05.–07.May. 26, Stuttgart, www.messe-stuttgart.de/pflege Heidelberger Forum Gesundheitsversorgung 06.-07.May. 26, Heidelberg, www.heidelberger-forum-gesundheitsversorgung.de Gesundheitskongress des Westens 06.–07.May. 26, Köln, www.gesundheitskongress-des-westens.de 25. Internationale Konferenz für Notfallmedizin (DGNIA) 09.–13.May. 26, Hamburg, www.dgina-kongress.de Hauptstadtkongress Medizin und Gesundheit 23.–25.May. 26, Berlin, www.hauptstadtkongress.de Gesundheitswirtschaftskongress 09.-10.Sep. 26, Hamburg, www.gesundheitswirtschaftskongress.de Security Essen 22.–25.Sep. 26, Essen, www.security-essen.de Jahrestagung der Dt. Ges. f. Hygiene u. Mikrobiologie 28.–30.Sep. 26, www.dghm-kongress.de ICW-Süd HWX-Kongress 29.09.–01.Oct. 26, Veitshöchheim, www.institutschwarzkopf.de Fachmesse Krankenhaus Technologie 30.09.–01.Oct. 26, Gelsenkirchen, www.fachmesse-krankenhaus-technologie.de Freiburger Hygienekongress 07.–09.Oct. 26, Freiburg, www.hygienekongress.de Europ. Gesundheitskongress München 21.-22.Oct. 26, München, www.gesundheitskongress.de it-sa – IT-Security Messe und Kongress 27.-29.Oct. 26, Nürnberg, www.it-sa.de MEDICA 16.–19.Nov. 26, Düsseldorf, www.medica.de Beschaffungskongress der Krankenhäuser 30.Nov.–01.Dec. 26, Berlin, www.wegweiser.de DIVI-Kongress 02.–04.Dec. 26, Hamburg, www.divi.de
1-2 February ED: 05.12.2025 AD/PMD: 14.01.2026 PD: 04.02.2026	Key topic: medical technology Special offer: company or product presentation ED/ICU (emergency department/intensive care unit: disaster management, monitoring, ventilation), Shock room/trauma (CT, MRI), medical and diagnostic technology, OR equipment (robotics, connectivity), MT meets IT (interoperability, security), reprocessing, patient safety	
3 March ED: 15.01.2026 AD/PMD: 13.02.2026 PD: 04.03.2026	Key topic: Hygiene Patient safety, medical device reprocessing (AEMP), prevention/management of nosocomial infections, antibiotic stewardship, disinfectants and antiseptics, hygiene meets ecology, staff qualification, hand hygiene, gynaecology and obstetrics	
4 April ED: 16.02.2026 AD/PMD: 13.03.2026 PD: 02.04.2026	Key topic: IT systems, AI and cybersecurity DMEA trade fair issue with preview and new products report Opportunities and challenges, web/cloud solutions, IT infrastructure (hardware and software), mobile devices, patient/image data management, AI diagnostic support, connectivity (interoperability), cybersecurity, Hospital@Home	
5-6 June ED: 14.04.2026 AD/PMD: 07.05.2026 PD: 01.06.2026	Key topic: Emergency medicine Preview of the Hauptstadtkongress, medical devices and systems, AI-supported diagnostic technology, hybrid operating theatres, VR/AR in the OR, robot-assisted surgery, MT meets IT (MT connectivity, vital data management), maintenance/predictive maintenance, central sterilisation (AEMP), nursing, Hospital@Home	
7-8 August ED: 12.06.2026 AD/PMD: 14.07.2026 PD: 04.08.2026	Key topic: Facility Management and Security Special offer: company or product presentation Hospital construction and planning, healing architecture, connected building technology (sensors, smart devices), room monitoring, access management, fire protection, cybersecurity, lighting (planning, energy efficiency), logistics (AGVs, pneumatic tube systems)	
9 September ED: 14.07.2026 AD/PMD: 14.08.2026 PD: 04.09.2026	Key topic: Hygiene and sterilisation Technical hygiene (HVAC, drinking water), construction-related hygiene (architecture), patient safety, hygienic safety of medical devices, quality management in cleaning, staff qualification, digitalisation, cleaning and disinfection technology (robotics)	
10 Oktober ED: 14.08.2026 AD/PMD: 14.09.2026 PD: 05.10.2026	Key topic: IT systems, telemedicine and cybersecurity Patient safety, digital patient journey (patient portals), documentation, speech recognition, telemedicine/e-health, EHR/telematics infrastructure (data exchange), data protection and data security, resource/process optimisation, Internet of Things	
11 November ED: 15.09.2026 AD/PMD: 14.10.2026 PD: 04.11.2026	Key topic: Medical technology and robotics MEDICA trade fair issue with preview and new products report Trends and innovations in medicine and diagnostics, hybrid OR room systems, OR equipment (tables, lights, supply units), OR planning and design, risk management, laws/standards/regulations (MDR), infection prevention	
12 December ED: 15.10.2026 AD/PMD: 13.11.2026 PD: 04.12.2026	Key topic: Green FM, energy & sustainability (construction) Energy management and technology (efficiency, sustainability, climate protection), e-mobility, efficient planning and construction (flexible structures, innovative working environments), building automation/system optimisation, drinking water supply	

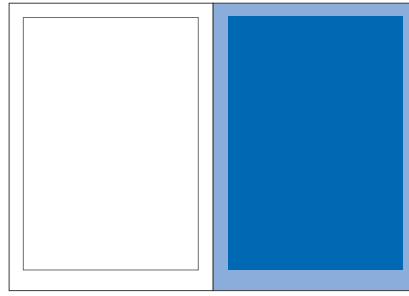
ED: Editorial deadline | AD: Advertising deadline | PMD: Print material deadline | PD: Publication date |

Annual catalogue **RT Radiology Technology & IT Systems** ED: 26.Feb. 26 | AD/PMD: 30.Mar. 26 | PD: 04.May. 26
Established and essential reference work for all those responsible for and interested in the procurement and operation of medical systems and IT systems for radiology – neutral and independent of manufacturers.

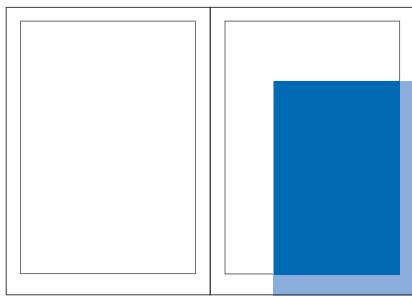
The catalogue will be published in time for the 107th German Radiology Congress (13–15 May 2026) in Leipzig and will be sent in advance by post to radiologists and nuclear medicine specialists in practices and hospitals.



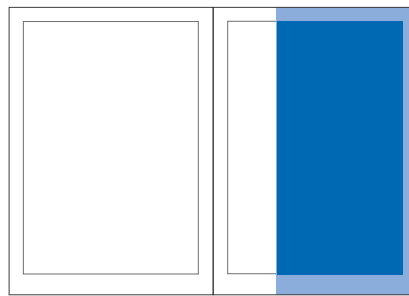
2/1 page across the gutter € 8.300,-
Bleed 420 mm wide x 297 mm high



1/1 page € 5,200
Type area 175 mm wide x 265 mm high
Bleed 210 mm wide x 297 mm high



Junior page € 3.850,-
Type area 126 mm wide x 178 mm high
Bleed 141 mm wide x 201 mm high



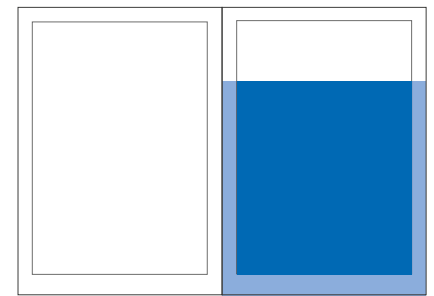
2/3 page vertical € 4.300,-
Type area 116 mm wide x 265 mm high
Bleed 135 mm wide x 297 mm high

Placement surcharges

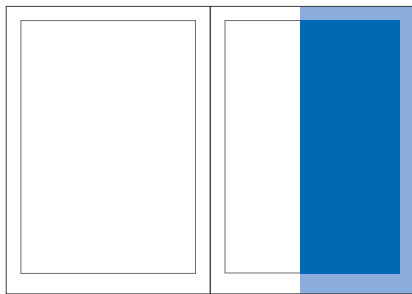
Inside front cover	€ 450,-
Inside back cover	€ 450,-
Back cover	€ 600,-
Other binding placement requirements	€ 500,-

Format surcharges

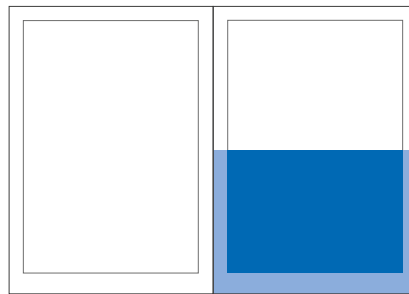
Island ads	20 %
Ad across the gutter	10 %
mm ads/teasers in the editorial section on request	



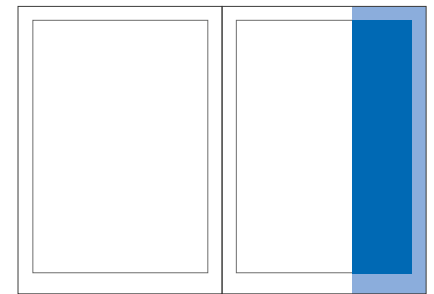
2/3 page horizontal € 4.300,-
Type area 175 mm wide x 177 mm high
Bleed 210 mm wide x 198 mm high



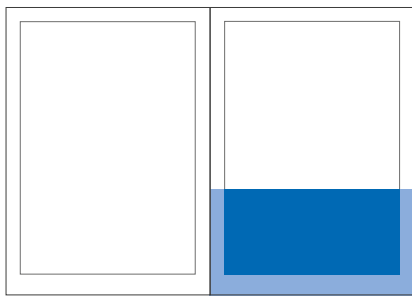
1/2 page vertical € 3.400,-
Type area 88 mm wide x 265 mm high
Bleed 105 mm wide x 297 mm high



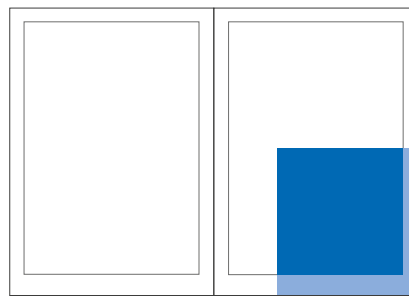
1/2 page horizontal € 3.400,-
Type area 175 mm wide x 132 mm high
Bleed 210 mm wide x 149 mm high



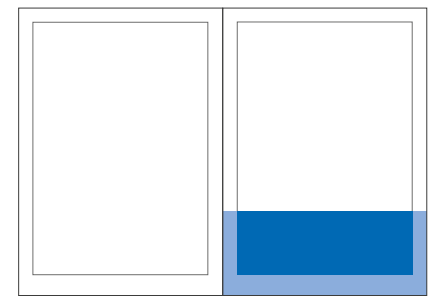
1/3 page vertical € 2.750,-
Type area 59 mm wide x 265 mm high
Bleed 70 mm wide x 297 mm high



1/3 page horizontal € 2.750,-
Type area 175 mm wide x 88 mm high
Bleed 210 mm wide x 98 mm high



1/4 page Special format € 1.900,-
Type area 116 mm wide x 132 mm high
Bleed 130 mm wide x 149 mm high



1/4 page horizontal € 1.900,-
Type area 175 mm wide x 67 mm high
Bleed 210 mm wide x 75 mm high

Magazine format DIN A4, 210 mm wide, 297 mm high
Type Area 175 mm wide, 265 mm high 4c incl. online

Top margin 10 mm, Gutter margin 20 mm
Bottom margin 22 mm, Outer margin 15 mm

plus 3 mm bleed

(An additional 3 mm bleed must be added to each of the dimensions given for bleed format.)

Newsletter profile

Our newsletter „KTM – kurz und wichtig“ (KTM – concise and essential) offers a mix of current topics from the fields of health policy, medical technology, management and IT, as well as the latest research findings and new innovations. In addition, it provides interesting and useful information from the hospital environment, such as personnel news, job opportunities and specialist literature.

- Frequency** 12 issues annually plus special issues for DMEA and MEDICA
- Web address** www.ktm-journal.de/newsletter
- Distribution** over 9,400 personalised recipients in healthcare
- Contact** Gudrun Kölz
gudrun.koelz@medhochzwei-verlag.de
Tel.: +49 6221 91496 -22

Publication dates

NL 01/2026	13.Jan.2026	NL 07/2026	14.Jul.2026
NL 02/2026	11.Feb.2026	NL 08/2026	11.Aug.2026
NL 03/2026	10.Mar.2026	NL 09/2026	08.Sep.2026
NL 04/2026	07.Apr.2026	NL 10/2026	13.Oct.2026
SNL-DMEA	14.Apr.2026	SNL-Medica	03.Nov.2026
NL 05/2026	12.May.2026	NL 11/2026	17.Nov.2026
NL 06/2026	09.Jun.2026	NL 12/2026	08..2026

Advertising deadline: 1 week before the publication date.

Your advertising in the newsletter „KTM – kurz und wichtig“

Use our strong platform with a wide reach and be part of it when our monthly news on health policy, innovations and medical technology, hospital management and HR is sent to over 9,400 recipients.

With additional distribution via LinkedIn 

Banner with direct link € 900,-

- Format** Landscape format | 4:1 ratio
- File** PNG or JPG | minimum width 600 px at 72 dpi
- Linking** Direct link to your website

(Animated banners possible – format: GIF)

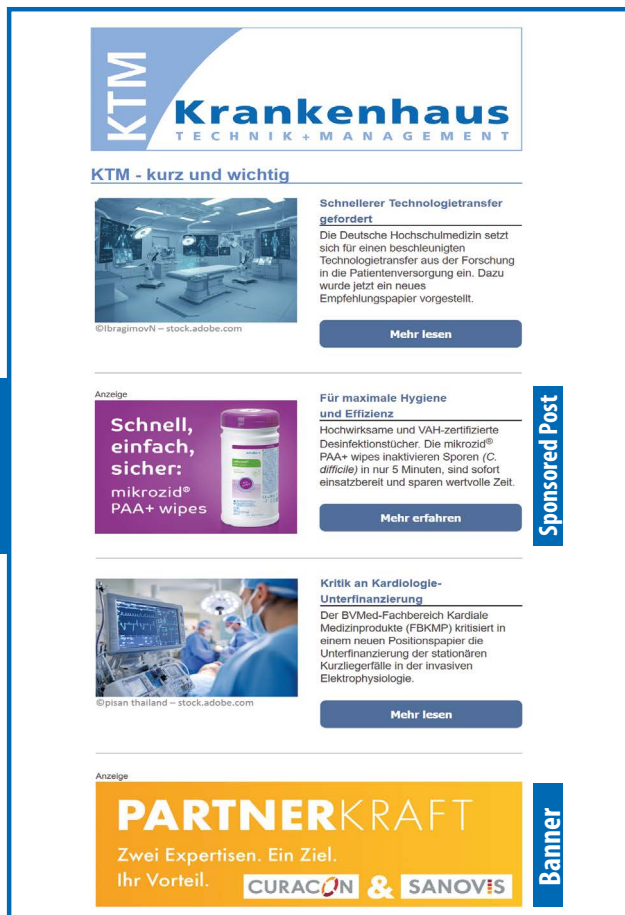
Sponsored post [image-text ad] € 900,-

- Headline** max. 50 characters
- Teaser** max. 240 characters
- Format** Landscape format | 4:3 ratio OR square format | 1:1 ratio
- File** PNG or JPG | minimum width 600 px at 72 dpi
- Verlinkung** Direct link to your website

Job advertisement € 550,-

- Headline** max. 120 characters [job description]
- Add. Info** Company and location
- Linking** Direct link to your website OR to a PDF file

TOP 1 placement For a surcharge of €200, we will place your banner or sponsored post in the top position of the newsletter.



The screenshot shows the layout of the KTM newsletter. At the top is the KTM logo and the title 'KTM - kurz und wichtig'. Below this are several article teasers, each with a small image and a 'Mehr lesen' button. The articles include: 'Schnellerer Technologietransfer gefordert', 'Für maximale Hygiene und Effizienz' (with an advertisement for 'mikrozid® PAA+ wipes'), and 'Kritik an Kardiologie-Unterfinanzierung'. On the right side, there are vertical labels for 'Sponsored Post' and 'Banner' next to their respective advertisement blocks.

Sign up for the newsletter here: www.ktm-journal.de/newsletter

Your advertising in a standalone newsletter

Place your unique message directly in the inbox of your target audience.

Your benefits:

Targeted approach and high-quality contacts
You reach a clearly defined target group that is already interested in your content or products. This increases relevance and the likelihood of a positive response.

High open and click-through rates
Thanks to exclusive content and co-branding with KTM, your standalone newsletter can achieve higher open and click-through rates than regular, advertising-heavy emails.

Flexibility and control
You have full control over the content, scheduling and timing of the mailing, allowing you to tailor your message optimally to the needs of your target audience.

Use our high-quality contacts for your advertising message. Book now!

€ 3.900,-

Your advertising on the KTM portal

Place an ad on our website and reach our broad customer base. You can advertise either directly on the homepage or within the sections "Buyers' guide" (Einkaufsberater), "Job market" (Stellenmarkt) or "Events" (Veranstaltungen). There is also the option to present your company in the "Business news" section (Wirtschaft aktuell).

Ad formats and rates

	Size	Price Homepage*	Price sections**
Superbanner	1.480 x 148 px	€ 1.200,-	€ 790,-
Skyscraper	120 x 600 px	€ 940,-	€ 540,-
Leaderboard	980 x 123 px	€ 990,-	€ 590,-
Medium Rectangle	475 x 387 px	€ 990,-	€ 590,-

* appears on: homepage, "About KTM" (Über KTM) and "News" (News)

** appears either in the section: "Buyers' guide" (Einkaufsberater), "Job market" (Stellenmarkt) or "Events" (Veranstaltungen)

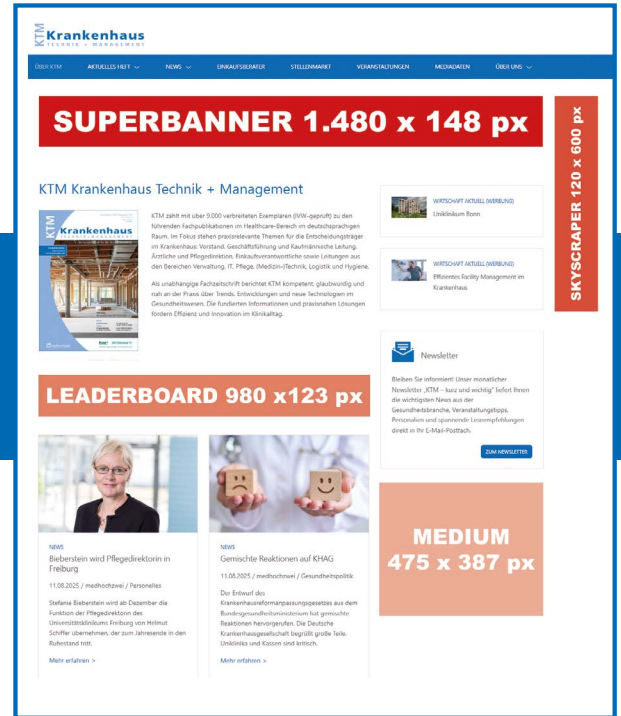
Duration 1 month | starting on the 1st of the month
Combinations Homepage and section placements can be combined; combination rates are available on request.

Company presentation in "Business news" (Wirtschaft aktuell) € 1.200,-

Ad scope: text (up to 3,000 characters), images, logo, contact details, PDF download option

Duration: 1 month | start possible at any time

All prices plus VAT.



Contact Barbara Niedermaier
 barbara.niedermaier@medhochzwei-verlag.de
 Tel.: +49 6221 91496 -19

Your Seminar

In cooperation with the KTM editorial team and medhochzwei

Present your company and your professional expertise

We offer the following services:

- Advance coordination
- Technical pre-tests
- Delivery of the seminar
- Moderation (on request)
- Promotion of the seminar
- Participant management
- Technical implementation & support
- Recording of the seminar incl. hosting for up to 12 months
- Provision of video files (on request)
- Short video trailer



Share your professional expertise with your target audience and numerous additional interested parties whom you can reach via our neutral platform. You will be supported by editor Sven Preusker, who can moderate your seminar on request. We take care of the organisation of the seminar. Afterwards, it will be available on demand for one year in the medhochzwei Online Academy.

Increase your reach with the optional media package including the KTM print edition, KTM newsletter, KTM website, medhochzwei website, YouTube and LinkedIn.

Reach over 20,000 decision-makers in hospitals and the healthcare sector with us!

Contact us:

Barbara Niedermaier, Tel.: +49 6221 91496-19
 barbara.niedermaier@medhochzwei-verlag.de

Prices: from € 5.700,- (zzgl. MwSt.)

T&Cs

General Terms and Conditions

The General Terms and Conditions for advertisements, inserts and online advertising media of medhochzwei Verlag GmbH apply.

They are available online at:

www.medhochzwei-verlag.de/info/AGB/AGB-Anzeigen