

media kit 2020

- **KTM is one of the leading magazines in the German healthcare market (more than 10,000 circulated copies)**
- **KTM informs very good and very clearly arranged**
- **KTM concentrates on facts and solutions for more efficiency in clinic and hospital business**
- **KTM is the professional magazine for leaders and executives in clinic and hospital management**

The German health market needs urgent outstanding innovative medical solutions because competition is increasing.

Since over 46 years **KTM** is the professional magazine that provides information and support about investments in technical and medical products, systems and services so as in IT-Services. Its focus is to demonstrate practicable solutions. The target groups are leaders and executives in clinic and hospital management. KTM is the official magazine of fbmt e.V. (Association of Biomedical Technology), DGTelemed e.V. (German Association of Telemedicine) and KKC e.V. (Krankenhaus-Communications-Centrum).

Publisher:

pn verlag

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Publication dates: monthly, 10 times/year
(look also to the schedule 2020)

Circulation: more than 10,000 copies

1. Monthly circulation (average 7/18 – 6/19):

printing run	10,570 copies	
total circulation	10,086 copies	(526 abroad)
paid circulation	997 copies	(90 abroad)
complimentary copies	9,088 copies	
thereof alternating distribution	4,099 copies	
healthcare events	1,783 copies	

geographical distribution

Germany	9,560 copies	94,8 %
foreign countries	526 copies	5,2 %
monthly	10,086 copies	100,0 %

2. Table of contents 2018/2019 (10/18 – 9/19):

total journal	total	726 pages = 100 %	
	editorial	546 pages = 72 %	
	advertisement	180 pages = 28 %	
editorial	IT and communication	104 pages = 19 %	(total: 546 pages = 100 %)
	medical technologies	94 pages = 17 %	
	facility management	81 pages = 15 %	
	clinical management	67 pages = 12 %	
	hygiene and sterilization	55 pages = 10 %	
	informations of associations	33 pages = 6 %	
	fairs and congresses	25 pages = 5 %	
	logistics	24 pages = 4 %	
	up-to-date news and events	24 pages = 4 %	
	gastronomy/catering	3 pages = 1 %	
	others (editorial, contents, preview etc.)	36 pages = 7 %	

3. Readership:

(based on the distribution data file)

	%		recipients	
hospitals	86.5		24,211	
board of directors		0.4		91
executive board		14,8		3,594
quality management, controlling		5.0		1,205
personal management		7.8		1,891
medical executives		23.3		5,640
board of care, nursing administration		9.5		2,302
surgical nurses		2.0		482
IT officers		6.9		1,659
technical systems directors		9,6		2,319
medical technicians		4.4		1,072
procurement directors		6.2		1,516
chiefs of clinical pharmacies		1.5		356
chiefs of clinical laboratories		4.1		986
officers for hygiene and sterilisation		3.3		798
others (kitchen, logistics, marketing, ...)		1.2		300
total:		100.0		24,211
companies and authorities	11.9		3,336	
privat persons and others	1.6		453	
	100.0		28,000 *	

* All personalised addresses, listed in the recipient data file. They can be selected per function, postal code, at home and abroad, Nielsen-areas. The outgoing message file of each issue is configured according editorial content and special topic.

4. Rates:

sizes:	size of publication:	210 mm wide, 297 mm high (DIN A4)		
	print space:	175 mm wide, 265 mm high		
	top margin:	10 mm	gutter:	20 mm
	bottom margin:	22 mm	outside margin:	15 mm
	additional cut:	3 mm		

advertisements:

format	b/w €	4c €
2/1 page		7,500
1/1 page	3,680	4,860
2/3 page	2,580	3,760
juniorpage	2,350	3,340
1/2 page	1,940	2,930
1/3 page	1,330	2,320
1/4 page	1,030	1,500
1/8 page	670	1,140

specials:

cover page	on request
2. coverpage	€ 450
3. coverpage	€ 350
4. backcover	€ 600
special color	€ 700 (each)

sliding scale (of flat rate): for insertions within one year

series discount	volume discount	agency commission
3 times 5 %	3 pages 10 %	15 %
6 times 10 %	6 pages 15 %	
10 times 15 %	10 pages 20 %	

special ads:

cover page package, company or product portrait (additional also online), corporate publishing and supplements, innovations overview for Medica and DMEA (formerly conhIT), jacket flap, package band, cooperation inserts etc.

on request

bound inserts: paperweight max. 170 g/m², 10,500 copies

2 pages	€ 3,700	delivery date: sample with order, circulation 14 days before closing date format : 216 mm width, 306 mm height, trim: top 6 mm, outside 3 mm.
4 pages	€ 5,700	
6 pages	€ 6,500	
8 pages	€ 7,200	

loose inserts: 10,500 copies

paperweight 25 g	€ 2,900
each 25 g more	€ 900
split run:	min 4,000 copies
selection costs:	€ 350
max papersize:	200 x 285 mm

market place:

standard format: 44 mm width, 60 mm height inclusive online (linking possible)

term	print €	linking €
1/2 year	370	150
1 year	660	200

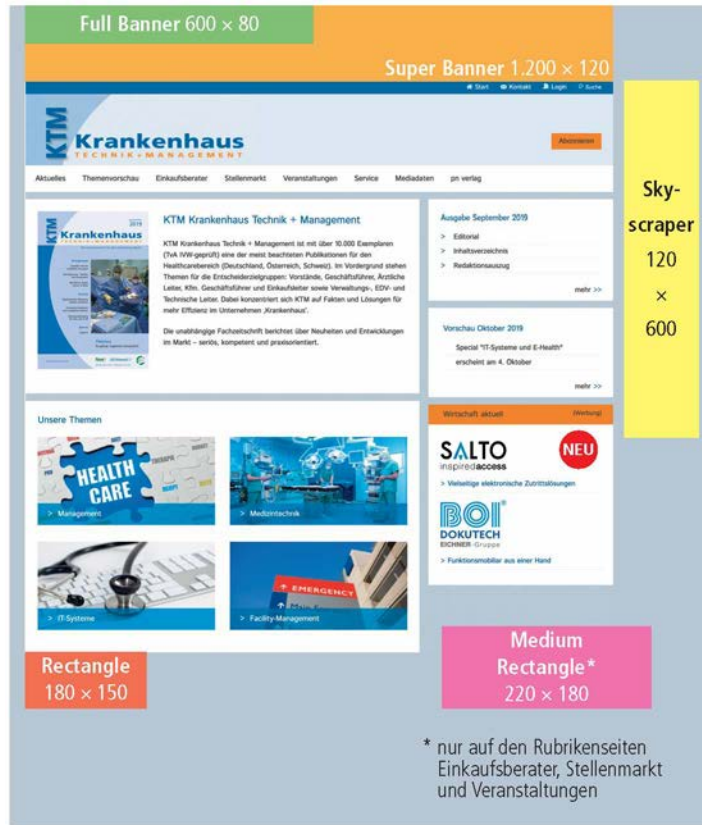
job market:

width:	92 mm (2 columns), 140 mm (3 columns) or 192 mm (4 columns)
height:	variable till 265 mm
price:	€ 1.90 per mm (calculation: height in mm x number of columns x mm-price)

(all prices are net prices)

online advertisements:

banner at www.ktm-journal.de



prices:

	format (pixel)	homepage	rubrics
Super Banner	1.200 x 120	€ 990	€ 590
Full Banner	600 x 80	€ 590	€ 390
Skyscraper	120 x 600	€ 890	€ 490
Rectangle	180 x 150	€ 590	---
Medium Rectangle	220 x 180	---	€ 450

duration: 4 weeks

other formats on request

NEW: category "Wirtschaft aktuell"
(economy up to date)

Present your company, your products and news!

range: introduction, logo, contact, pdf download

term: 4 weeks

price: € 1,000

5. Closing dates (also see schedule 2020)

publication dates: every 4th each month

closing dates: every 14th a month before

6. Printing material

file format: eps or highres pdf

resolution: min 300 dpi

per e-mail to: niedermaier@pn-verlag.de

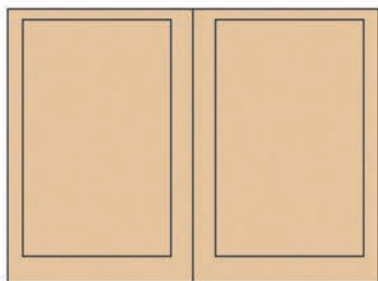
Please note: Without a colour-binding digital contract proof with ugra/fogra media wedge CMYK we cannot guarantee an accurat print of the colours of your logo.

7. Payment

conditions: Our prices are net prices. The invoice is to be paid within 14 days after publication date. By payment with direct debit or prepayment we give a cash discount of 2%.

to: VR-Bank Landsberg-Ammerseebank eG
IBAN: DE41 7009 1600 0000 5270 17
SWIFT/BIC: GENODEF1DSS

Formats – overview:



2/1 page 4c across gutter € 7,500
bleed 420 mm x 297 mm (wide x high)



1/1 page 4c € 4,860
1/1 page b/w € 3,680
type area 175 mm x 265 mm (wide x high)
bleed 210 mm x 297 mm (wide x high)



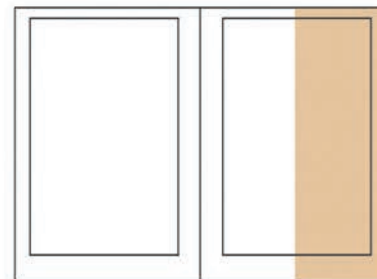
juniorpage 4c € 3,340
juniorpage b/w € 2,350
type area 126 mm x 178 mm (wide x high)
bleed 141 mm x 201 mm (wide x high)



2/3 page vertical 4c € 3,760
2/3 page vertical b/w € 2,580
type area 116 mm x 265 mm (wide x high)
bleed 135 mm x 297 mm (wide x high)



2/3 page horizontal 4c € 3,760
2/3 page horizontal b/w € 2,580
type area 175 mm x 177 mm (wide x high)
bleed 210 mm x 198 mm (wide x high)



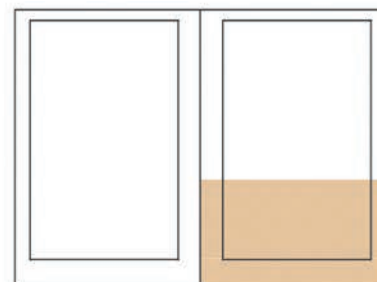
1/2 page vertical 4c € 2,930
1/2 page vertical b/w € 1,940
type area 88 mm x 265 mm (wide x high)
bleed 105 mm x 297 mm (wide x high)



1/2 page horizontal 4c € 2,930
1/2 page horizontal b/w € 1,940
type area 175 mm x 132 mm (wide x high)
bleed 210 mm x 149 mm (wide x high)



1/3 page vertical 4c € 2,320
1/3 page vertical b/w € 1,330
type area 59 mm x 265 mm (wide x high)
bleed 70 mm x 297 mm (wide x high)



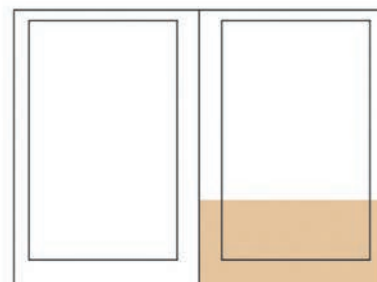
1/3 page horizontal 4c € 2,320
1/3 page horizontal b/w € 1,330
type area 175 mm x 88 mm (wide x high)
bleed 210 mm x 98 mm (wide x high)



1/4 page vertical 4c € 1,500
1/4 page vertical b/w € 1,030
Type area 44 mm x 265 mm (wide x high)
Bleed 53 mm x 297 mm (wide x high)



1/4 page vertical 4c € 1,500
1/4 page vertical b/w € 1,030
Type area 88 mm x 132 mm (wide x high)
Bleed 105 mm x 149 mm (wide x high)



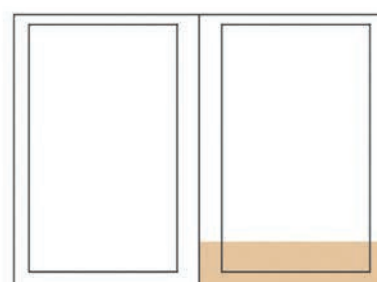
1/4 page horizontal 4c € 1,500
1/4 page horizontal b/w € 1,030
type area 175 mm x 67 mm (wide x high)
bleed 210 mm x 75 mm (wide x high)



1/8 page vertical 4c € 1,140
1/8 page vertical b/w € 670
Type area 44 mm x 132 mm (wide x high)
Bleed 53 mm x 149 mm (wide x high)



1/8 page horizontal 4c € 1,140
1/8 page horizontal b/w € 670
Type area 88 mm x 67 mm (wide x high)
Bleed 105 mm x 75 mm (wide x high)



1/8 page horizontal 4c € 1,140
1/8 page horizontal b/w € 670
Type area 175 mm x 33 mm (wide x high)
Bleed 210 mm x 39 mm (wide x high)

format
DIN A4, width: 210 mm, height: 297 mm
type area
width: 175 mm, height: 265 mm

headstick 10 mm
tail margin 22 mm
back margin 20 mm
outside margin 15 mm

3 mm bleed additionally
(At the indicated values in the bleed format yet each 3 mm bleed must be added.)

issue	 categories in every issue: management, IT-systems, medical technologies, facility management		schedule 2020
	special	topics	fairs and congresses
1-2 February pd: 04 Feb 20 cd: 14 Jan 20	special offer: company or product portrait medical technologies and integration	medical equipment and systems, imaging diagnostics, integration (MT/IT), maintenance and reprocessing of medical devices, patient safety, ...	symposium intensive care 26–28 Feb 2020, Bremen annual conference of DGHM 08–11 Mar 2020, Leipzig Gesundheitskongress des Westens 10–11 Mar 2020, Köln ICW-Süd/HWX-congress 11–13 Mar 2020, Würzburg DGKH-congress (hospital hygiene) 29 Mar–01 Apr 2020, Berlin MedtechLive und MedTech Summit 31 Mar–02 Apr 2019, Nürnberg annual conference of DGK (cardio) 15–18 Apr 2020, Mannheim DMEA – connecting digital health 21–23 Apr 2020, Berlin T4M – technology for medicine 05–07 May 2020, Stuttgart German hospital controller day 11–12 May 2020, Potsdam PflegePlus 26–28 May 2020, Stuttgart Hauptstadtkongress 17–19 June 2020, Berlin WümeK (medical technologies) 18–19 June 2020, Würzburg trade fair hospital technology 2–3 Sep 2020, Gelsenkirchen Security Essen 2020 22–25 Sep 2020, Essen RehaCare international 23–26 Sep 2020, Düsseldorf infection and hygiene congress 05–07 Oct 2020, Freiburg it-sa – it security expo and congress 06–08 Oct 2020, Nürnberg DGSV-congress 11–13 Oct 2020, Fulda Xpomet Medicinale 14–16 Oct 2020, Berlin IFAS 2020 20–22 Oct 2020, Zürich orthopaedic congress 20–23 Oct 2020, Berlin europ. health congress Munich 26–27 Oct 2020, Munich symposium hospital concepts 29–30 Oct 2020, Berlin ZSVA hygiene forum 31 Oct 2020, Damp annual conference of DGINA 11–13 Nov 2020, Wolfsburg MEDICA 16–19 Nov 2020, Düsseldorf DIVI congress 02–04 Dec 2020, Hamburg
3 March pd: 04 Mar 20 cd: 14 Feb 20	hygiene and sterilization	hygiene and sterilization, central sterile supply department, cleaning equipment, infection prevention, water and sanitary hygiene, ...	
4 April pd: 03 Apr 20 cd: 16 Mar 20	DMEA fair guide: novelties and innovations IT-systems and communication	software, hardware, data security and privacy, networking, archiving and documentation, communication and call systems, telemedicine, ...	
5 May pd: 04 May 20 cd: 14 Apr 20	management and care	preliminary report of the capital city congress, financing, purchasing /controlling, process optimization, staff management, care, logistics, ...	
6 June pd: 04 Jun 20 cd: 14 May 20	medical technologies	medical equipment and systems, imaging diagnostics, integration and networking (MT/IT), maintenance and reprocessing of medical devices, patient safety ...	
7-8 August pd: 04 Aug 20 cd: 14 Jul 20	special offer: company or product portrait facility management and safety engineering	locking systems, access control, building automation, fire protection, computer aided facility management, maintenance, logistics, ...	
9 September pd: 04 Sep 20 cd: 14 Aug 20	hygiene and sterilization	central sterile supply department, cleaning equipment and technology, infection prevention, clean-room technology, water and sanitary hygiene, ...	
10 October pd: 05 Oct 20 cd: 14 Sep 20	IT-systems and e-health	soft- and hardware, IT-management, data security and privacy, networking, integration, MT/IT, documentation, telemedicine, e-health, ...	
11 November pd: 04 Nov 20 cd: 14 Oct 20	Medica fair guide: novelties and innovations medical and diagnostic technologies	innovations and novelties around medical technologies, MT and IT, security and risk management, 'around the OP', ...	
12 December pd: 04 Dec 20 cd: 13 Nov 20	green facility management and energy	building equipment and technology, ventilation and air conditioning, energy management, plant optimization, sustainability, logistics, ...	
special edition pd: 18 May 20 cd: 17 Apr 20	catalogue Radiologie Technik & IT-Systeme (RT)	useful information about diagnostic systems and technologies, medical radiology equipment and IT-systems incl. outlook to future developments	101. German Congress of Radiology 20 – 23 May 2020, Leipzig 13. RadiologieKongressRuhr 5 – 6 November 2020, Dortmund