

media kit 2021

- **KTM is one of the leading magazines in the German healthcare market (about 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 47 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 2021)

Circulation: about 10,000 copies

1. Monthly circulation (average 10/19 – 9/20):

printing run	9,995 copies	
total circulation	9,420 copies	(414 abroad)
paid circulation	956 copies	(84 abroad)
complimentary copies	8,464 copies	
thereof alternating distribution	4,406 copies	
healthcare events	953 copies	

geographical distribution

Germany	9,006 copies	95.6 %
foreign countries	414 copies	4.4 %
monthly	9,420 copies	100.0 %

2. Table of contents 2019/2020 (11/19 – 10/20):

total journal	total	693 pages = 100 %	
	editorial	532 pages = 77 %	
	advertisement	161 pages = 23 %	
editorial	IT and communication	98 pages = 18 %	(total: 532 pages = 100 %)
	medical technologies	88 pages = 17 %	
	clinical management	69 pages = 13 %	
	hygiene and sterilization	59 pages = 11 %	
	facility management	58 pages = 11 %	
	informations of associations	40 pages = 7 %	
	fairs and congresses	30 pages = 6 %	
	up-to-date news and events	22 pages = 4 %	
	nursing	20 pages = 4 %	
	logistics	12 pages = 2 %	
	others (editorial, contents, preview etc.)	36 pages = 7 %	

3. Readership:

(based on the distribution data file)

	%		recipients	
hospitals	86.4		23,993	
board of directors		0.4		88
executive board		14.9		3,569
quality management, controlling		4.9		1,171
personal management		7.9		1,905
medical executives		23.6		5,659
board of care, nursing administration		9.4		2,256
surgical nurses		2.0		480
IT officers		6.9		1,659
technical systems directors		9.3		2,227
medical technicians		4.6		1,107
procurement directors		6.3		1,514
chiefs of clinical pharmacies		1.4		331
chiefs of clinical laboratories		3.9		947
officers for hygiene and sterilisation		3.3		798
others (kitchen, logistics, marketing, ...)		1.2		282
total:		100.0		23,993
companies and authorities	11.9		3,317	
privat persons and others	1.7		473	
	100.0		27,783*	

* 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	4c €
2/1 page	7,500
1/1 page	4,860
2/3 page	3,760
juniorpage	3,340
1/2 page	2,930
1/3 page	2,320
1/4 page	1,500
1/8 page	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, 10,000 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: 10,000 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)
only online:	€ 400

(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 2021)

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

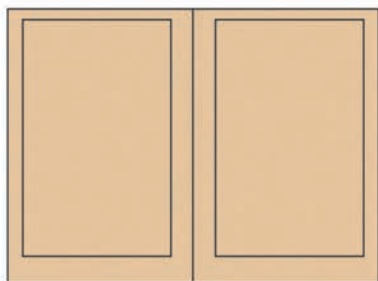
Please note: Without a colour-binding digital contract proof with ugra/fogra media wedge CMYK we cannot guarantee an accurat print of the colours of your logo.

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)



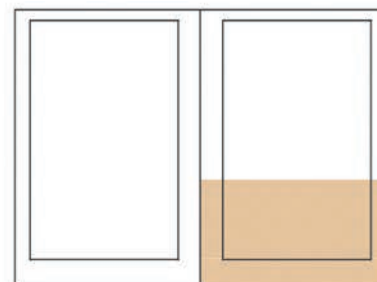
1/2 page vertical 4c € 2,930
1/2 page vertical b/w € 1,940
type area 88 mm x 265 mm (wide x high)
bleed 105 mm x 297 mm (wide x high)



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)



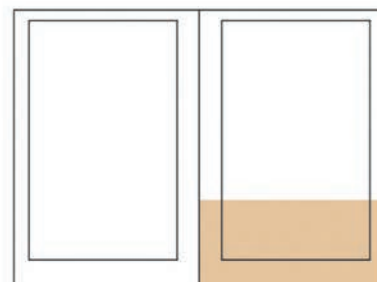
1/3 page horizontal 4c € 2,320
1/3 page horizontal b/w € 1,330
type area 175 mm x 88 mm (wide x high)
bleed 210 mm x 98 mm (wide x high)



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)



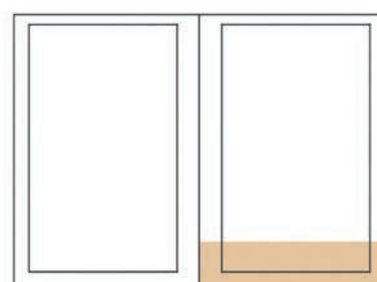
1/4 page horizontal 4c € 1,500
1/4 page horizontal b/w € 1,030
type area 175 mm x 67 mm (wide x high)
bleed 210 mm x 75 mm (wide x high)



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 2021
	special	topics	fairs and congresses
1-2 February pd: 04 Feb 21 cd: 14 Jan 21	special offer: company or product portrait medical technologies and integration	medical technologies, equipment and systems, imaging diagnostics, KI/AR in imaging and OR, integration (MT/IT), patient safety, ...	30. symposium intensive care 24–26 Feb 2021, Bremen
3 March pd: 04 Mar 21 cd: 14 Feb 21	hygiene and sterilization	infection prevention, cleaning equipment, reprocessing of medical devices, central sterile services, disinfection/sterilization, water installation, sanitary hygiene, ...	
4 April pd: 01 Apr 21 cd: 12 Mar 21	DMEA fair guide with innovation report IT-systems and communication	data security, archiving, documentation, patient infotainment, communication systems, telemedicine, preliminary report med.Logistica, healthcare logistics, ...	86. annual DGK conference (cardio) 07–10 Apr 2021, Mannheim DGKH-congress (hospital hygiene) 11–14 Apr 2021, Berlin DMEA – connecting digital health 13–15 Apr 2021, Berlin 12. ICW-Süd/HWX-congress 14–16 Apr 2021, Würzburg
5 May pd: 04 May 21 cd: 14 Apr 21	management and nursing	preliminary report capital city congress, financing, process optimization, staff management, recruiting, nursing, safety at work, health protection, ...	MedTechLive und MedTech Summit 20–22 Apr 2021, Nürnberg German hospital controller day 26–27 Apr 2021, Potsdam Gesundheitskongress des Westens 27–28 Apr 2021, Köln
6 June pd: 04 Jun 21 cd: 14 May 21	medical technologies	OR equipment and management, medical technologies, equipment and systems, digitalisation, maintenance, reprocessing of medical devices, patient safety, ...	T4M – technology for medicine 04–06 May 2021, Stuttgart med.Logistica 05–06 May 2021, Leipzig Hauptstadtkongress June 2021, Berlin
7-8 August pd: 04 Aug 21 cd: 14 Jul 21	special offer: company or product portrait hygiene and sterilization	central sterile services, clean-room technology, disinfection and sterilization, infection prevention, sanitary hygiene, water supply, ...	DGHM-congress (hygiene/microb.) 12–14 Sep 2021, Berlin CMS Cleaning.Management.Services 21.–24. Sep 2021, Berlin trade fair hospital technology 28–29 Sep 2021, Gelsenkirchen
9 September pd: 03 Sep 21 cd: 13 Aug 21	facility management	healing environment/architecture, patient centricity, access control, locking systems, building automation, cafm, fire protection, logistics, ...	DGSV-congress 03–05 Oct 2021, Fulda infection and hygiene congress 06–08 Oct 2021, Freiburg
10 October pd: 04 Oct 21 cd: 14 Sep 21	IT-systems and e-health	IT-management, networking, data security and privacy, documentation, KI, soft- and hardware, integration (MT/IT), e-health, telemedicine, ...	RehaCare international 06–09 Oct 2021, Düsseldorf it-sa – it security expo and congress 12–14 Oct 2021, Nürnberg IFAS 2021
11 November pd: 04 Nov 21 cd: 14 Oct 21	Medica fair guide with innovation report medical and diagnostic technologies	patient safety, innovations and novelties around medical technologies, 'around the OR', security and risk management, integration (MT and IT), ...	19–21 Oct 2021, Zürich (Switzerland) orthopaedic congress 26–29 Oct 2021, Berlin 17. europ. health congress Munich Oct 2021, Munich 16. annual conference of DGINA 10–14 Nov 2021, Kassel
12 December pd: 03 Dec 21 cd: 12 Nov 21	green facility management and energy	sustainability and climate protection, energy management, contracting, plant optimization, building technology, air conditioning, logistics, ...	MEDICA 15–18 Nov 2021, Düsseldorf 11. supply congress for hospitals 01–02 Dec 2021, Berlin DIVI congress 01–03 Dec 2021, Hamburg