

## media kit 2022

- **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 49 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**

Dr. Wolf Zimmermann  
Leitenberg 5  
D-86923 Finning  
phone: +49 8806 9577-0  
fax: +49 8806 9577-11  
ktm@pn-verlag.de

### **Editorial Department:**

**Dagmar Kübler (editor)**  
**Sibylle Reiter (editor)**  
ktm-redaktion@pn-verlag.de

**Gudrun Kölz (assistant)**  
koelz@pn-verlag.de  
phone: +49 8206 9030722

### **Marketing:**

**Nicola Aschendorf**  
phone: +49 8806 9577-22  
aschendorf@pn-verlag.de

**Publication dates:** monthly, 10 times/year  
(look also to the schedule 2022)

**Circulation:** about 9,500 copies

## 1. Monthly circulation (average 10/20 – 9/21):

printing run	9,470 copies	
total circulation	9,150 copies	(430 abroad)
paid circulation	924 copies	( 76 abroad)
complimentary copies	8,225 copies	
thereof		
constant distribution	3,114 copies	
alternating distribution	5.111 copies	

### geographical distribution

Germany	8,720 copies	95.3 %
foreign countries	430 copies	4.7 %
monthly	9,150 copies	100.0 %

## 2. Table of contents 2020/2021 (11/20 – 10/21):

total journal	total	696 pages = 100 %	
	editorial	536 pages = 77 %	
	advertisement	160 pages = 23 %	
editorial	IT and communication	96 pages = 18 %	(total: 536 pages = 100 %)
	medical technologies	89 pages = 17 %	
	clinical management	79 pages = 15 %	
	facility management	78 pages = 15 %	
	hygiene and sterilization	63 pages = 12 %	
	informations of associations	29 pages = 5 %	
	fairs and congresses	24 pages = 4 %	
	up-to-date news	19 pages = 4 %	
	nursing	13 pages = 2 %	
	logistics	12 pages = 2 %	
	others (editorial, contents, preview etc.)	34 pages = 6 %	

## 3. Readership:

(based on the distribution data file)

	%		recipients	
<b>hospitals</b>	<b>86.6</b>		<b>24,003</b>	
board of directors		0.4		87
executive board		14.8		3,563
quality management, controlling		4.6		1,117
personal management		8.0		1,911
medical executives		23.4		5,624
board of care, nursing administration		9.1		2,196
surgical nurses		2.0		473
IT officers		7.0		1,668
technical systems directors		9.6		2,310
medical technicians		5.1		1,227
procurement directors		6.2		1,481
chiefs of clinical pharmacies		1.3		315
chiefs of clinical laboratories		3.9		905
officers for hygiene and sterilisation		3.4		821
others (kitchen, logistics, marketing, ...)		1.3		305
<b>total:</b>		<b>100.0</b>		<b>24,003</b>
<b>companies and authorities</b>	<b>12.0</b>		<b>3,342</b>	
<b>privat persons and others</b>	<b>1.4</b>		<b>388</b>	
	<b>100.0</b>		<b>27,733*</b>	

\* 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:

<b>sizes:</b>	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	7,600
1/1 page	4,960
2/3 page	3,860
juniorpage	3,400
1/2 page	2,990
1/3 page	2,380
1/4 page	1,550
1/8 page	1,190

### 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, innovation report for Medica and DMEA (formerly conhIT), jacket flap, package band, cooperation inserts etc.

**on request**

**bound inserts:** paperweight max. 170 g/m<sup>2</sup>, 10,000 copies

2 pages	€ 3,800	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	€ 5,800	
6 pages	€ 6,600	
8 pages	€ 7,300	

**loose inserts:** 10,000 copies

paperweight 25 g	€ 2,950
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	380	150
1 year	680	200

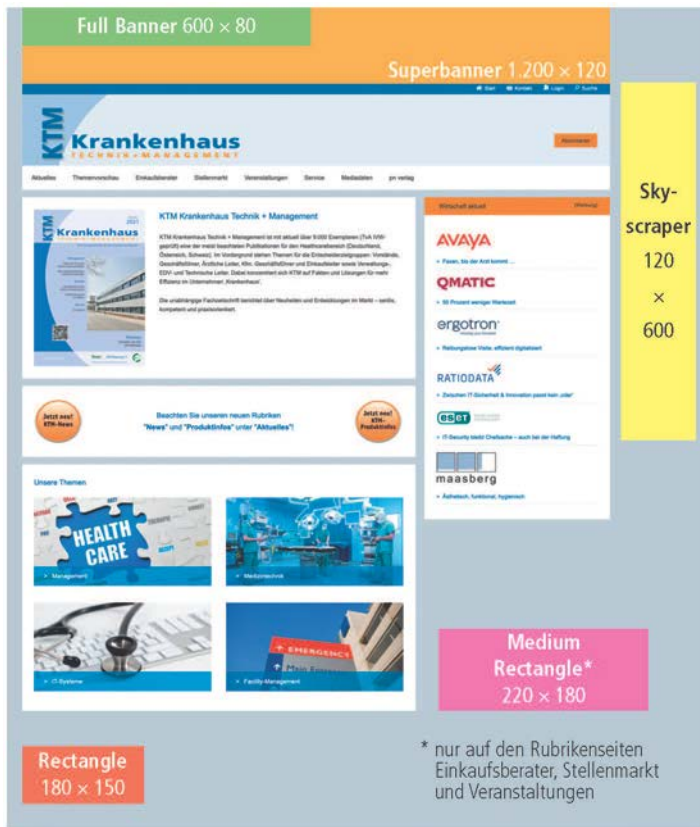
### job market:

width:	92 mm (2 columns), 140 mm (3 columns) or 192 mm (4 columns)
height:	variable till 265 mm
price:	€ 2.00 per mm (calculation: height in mm x number of columns x mm-price)
only online:	€ 450

(all prices are net prices)

## online advertisements:

banner at [www.ktm-journal.de](http://www.ktm-journal.de)



## prices:

	format (pixel)	homepage	rubrics
superbanner	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: 1 month

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: 1 month, start: anytime

price: € 1,000

## 5. Closing dates (also see schedule 2022)

publication dates: every 4<sup>th</sup> each month

closing dates: every 14<sup>th</sup> a month before

## 6. Printing material

file format: eps or highres pdf

resolution: min 300 dpi

per e-mail to: [niedermaier@pn-verlag.de](mailto: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