

MEDIA-INFORMATION 2022

No. 12, valid from 1/1/2022



For Decision-
Makers in
Health & Care
facilities



www.hcm-magazin.de

TARGET GROUP.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

CONTACT PERSONS

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OUR TARGET GROUP



HEALTH&CARE MANAGEMENT – THE MAGAZINE FOR DECISION-MAKERS

OUR READERS



Decision-makers and opinion leaders in hospitals,
private clinics and nursing homes

STRONG INDUSTRY: HEALTH AND CARE FACILITIES

494.326 beds

in 1.914 clinics and
hospitals

(as of 2019)



11.712

Retirement and
nursing homes

(as of 2020)



Source: Statistisches Bundesamt; pflegemarkt.com

OUR CHANNELS



PRINT

HEALTH&CARE MANGEMENT – THE MAGAZINE FOR DESICION-MAKERS

'Health&Care Management' is published 8 times a year and is with its widespread circulation of 11,754 copies (IVW; average January-June 2021) the only cross-sectoral business-magazine in the german-speaking area for decision-makers in health & care facilities.

Our special issues inform about special topics of the business and offer the providers an appropriate invironment for their targeted and long lasting advertising presence.

DIGITAL

WEBSITE hcm-magazin.de

hcm-magazin.de is the utility portal for desicion-makers and opinion leaders in hospitals, clinics as well as retirement and nursing homes and offers quality range proofed by the IVW for banner and native formats.

NEWSLETTER HCM aktuell

Once in a week, usually on Tuesdays, the Newsletter 'HCM aktuell' reaches round about 5.300 subscribers (September 2021).

SOCIAL MEDIA

LINKEDIN, TWITTER, FACEBOOK, XING AND INSTAGRAM

'Health&Care Management' informs moreover round about 85,000 subscribers and followers over actual business informations on the different Social Media-Channels.



PRINT.

HCM AT A GLANCE



THE ONLY CROSS-SECTORAL BUSINESS-MAGAZINE FOR
DECISION-MAKERS IN HEALTH & CARE FACILITIES

EDITION



Edition reach





11,754 copies
(IVW; average January-June 2021)

Circulation and distribution analysis.

FREQUENCY OF APPEARANCE





8x annually + special issues

Issue	Dates	Topics	
1 February	RD: 17/12/2021 AD: 18/01/2022 CD: 08/02/2022	Financing and mergers Sanitary technology Remodelling and renovation Building technology and energy Procurement and purchasing	
Special issue February		The IT industry report of hospital management 1/2022 (you can find more information and dates for this issue on page 14)	
2 March	RD: 02/02/2022 AD: 21/02/2022 CD: 16/03/2022	New health policy Security technology Hygiene and cleaning Catering Controlling	
3 April	RD: 11/03/2021 AD: 28/03/2021 CD: 22/04/2021	Digital healthcare – safe & efficient Service and protecting clothes Laundry and textile care Logistic and process management Care properties	 
4 June	RD: 04/05/2022 AD: 19/05/2022 CD: 15/06/2022	Think medical care global Heating and air conditioning Communication and voice recognition Drinking water hygiene and conditioning Recruiting	
5 September	RD: 26/07/2022 AD: 11/08/2022 CD: 06/09/2022	Building technology and interior planning IT infrastructure Financing Energy Patient entertainment and multimedia	

Futher topics and sections:

- Hospital technology
- Building & energy
- Digitisation & IT
- Quality management
- Purchasing & logistics
- Finances & controlling
- Marketing & communications
- Personal & leadership
- Law
- Research
- International
- Trans-sectoral healthcare
- Sustainability
- Politics & economy

Issue	Dates	Topics		Futher topics and sections:
Special issue September		Exhibition report on the trade fair ‚Krankenhaus Technologie‘ (please ask the advertising manager for more information about this issue)		Hospital technology
6 October	RD: 31/08/2022 AD: 16/08/2022 CD: 08/09/2022	Sustainable healthcare Sanitary technology Imagine diagnostics Planning and new construction Documentation and archiving		Building & energy Digitisation & IT Quality management Purchasing & logistics
7 November	RD: 28/09/2022 AD: 14/10/2022 CD: 09/11/2022	Smart medical echnology Desinfection/central sterilisation Hospital billing and financing Management and equipment of an intensive care unit Procurement		Finances & controlling Marketing & communications Personal & leadership
Special issue November		The IT industry report of hospital management 2/2022 (you can find more information and dates for this issue on page 14)		Law Research International
8 December	RD: 31/10/2022 AD: 18/11/2022 CD: 13/12/2022	Leadership and management Telemedicine Furnishings and equipment Hygiene and cleaning Heating and air conditioning		Trans-sectoral healthcare Sustainability Politics & economy

RD: Release Date AD: Advertising deadline CD: Copy date

– Subject to change without prior notice –

For further topic suggestions feel free to contact the editors with an E-Mail: bianca.flachenecker@holzmann-medien.de

1 Advertisement prices and formats (All prices specified are subject to the statutory VAT.)

Format	Print space formats width x height in mm	Bleed formats width x height in mm	Prices 4-coloured
1/1 page	170 x 247	210 x 297	5,260.- €
2/3 page	112 x 247 or 170 x 158	132 x 297 or 210 x 178	4,195.- €
Junior page	126 x 185	146 x 205	2,840.- €
1/2 page	83 x 247 or 170 x 123	103 x 297 or 210 x 143	2,720.- €
1/3 page	54 x 247 or 170 x 82	74 x 297 or 210 x 102	2,080.- €
1/4 page	83 x 123 or 170 x 61	103 x 143 or 210 x 81	1,480.- €
1/8 page	83 x 61 or 170 x 29	---	790.- €
mm price	single-column (40 mm width)		7.90 €
Special placements			
2nd cover page	170 x 247	210 x 297	5,630.- €
4th cover page	170 x 247	210 x 297	5,630.- €
Island advertisement	mm price (54 mm width)		13.45 €

Special advertising formats see page 5 and 6.

Suppliers A-Z

mm price (54 mm width)	per entry and issue	2.50 €
	in total 8 issues (1 year)	14.50 €

Graphic illustration of the advertising formats see page 12

2 Surcharges:	(no discounts possible)			
Placement	Binding placement regulations: in each case 10 % of basic price			
Colour	Special colours, which cannot be obtained from the Euroscale			800,- €
3 Discounts:	for purchase within one year of insertion (starting from the appearance of the first advertisement)			
	frequency discount		volume discount	
	for 3 ads	5 %		
	for 6 ads	10 %	3 pages	10 %
	for 10 ads	15 %	5 pages	15 %
	for 20 ads	20 %	10 pages	20 %
	No discount for loose inserts, postcards, glued inserts and technical supplementary costs.			
4 Categories:	See price list job advertisements		see page 11	
5 Special types of advertising:	Bound inserts	2 pages (1 sheet) € 4,270.-	4 pages (2 sheets) € 6,350.-	
	Untrimmed Size	216 x 306 mm		
	Trimmed Size	210 x 297 mm		
	(Discount: 1 Sheet = 1/1 advertising page)			

Inserts
loose, max. size 205 x 294 mm
Prices per 1,000 items including postage and shipping costs

Weight	Price %
full inserts up to 25 g	€ 280.-
partial inserts up to 25 g	€ 320.-
every additional 5 g	€ 39.-

Stick-on advertising
Postcards only in conjunction with a formatted carrier advertisement of at least 1/2 page, non-discountable € 2,750.-
For bound-in inserts, loose inserts and stick-on advertisements, the publisher requires an authentic sample before the closing date, if necessary a dummy with size and weight specifications.

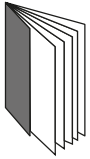
Further special advertising formats see page 11

6 Contact: Michael Klotz
Advertising management
Telephone +49 8247 354-236

7 Payment terms and bank details:
Within 14 days of date of invoice without deduction
VAT ID No. DE 129 204 092

Sparkasse Memmingen
IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM
for payments in CHF:
Postfinance Zurich
IBAN: CH55 0900 0000 8005 4743 1, BIC: POFICHBEXXX

Further special advertisings

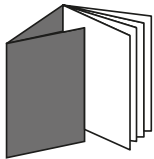


Cover flap

Half-page flap on the front cover (printable on both sides)

Advertising space: Front side: 105 x 214 mm
Back side: 105 x 297 mm

Price 4c: EUR 5,700.-
(incl. printing and postage costs)

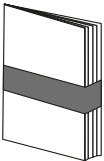


Gate fold

Inside front cover plus 1/1 page for folding out (front and back side)

Advertising space: approx. 3 pages A4

Price 4c: EUR 13,850.-



Sleeve/Banderole

Printed strip of paper which is wrapped around the magazine and sealed at the back

Advertising space: 460 x 100 mm
(incl. approx. 3 cm overlap)

Price 4c: EUR 9,000.- (incl. printing, adhesive and postage costs)



Altar gate fold

Center folding front cover

Advertising space: approx. 2 pages A4 (1/2 page on the left and the right + 1/1 page in the middle)

Price 4c: EUR 10,900.-

Job advertisements

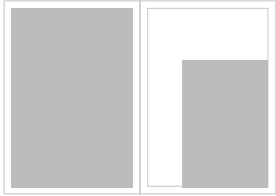
(All prices specified are subject to statutory VAT.)

Format	Width x height in mm	Prices 4-coloured
1/1	170 x 247	€ 3,100.00
2/3 horizontal	170 x 158	€ 2,290.00
1/2 horizontal 1/2 vertical	170 x 123 83 x 247	€ 1,890.00
1/3 horizontal	170 x 82	€ 1,475.00
1/4 vertical 1/4 horizontal	170 x 61 83 x 123	€ 950.00
mm price	single-column (40 mm width)	€ 4.95

The booking of a job offer advertisement in the printed issue includes an online job offer advertisement in the job portal on www.hcm-magazin.de for the period of 4 weeks.

Advertisement formats

Within print space



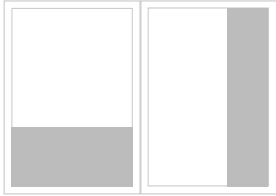
1/1 page
Width 170mm
Height 247mm

Junior page
Width 126mm
Height 185mm



1/2 p. horizontal
Width 170mm
Height 123mm

1/2 p. vertical
Width 83mm
Height 247mm



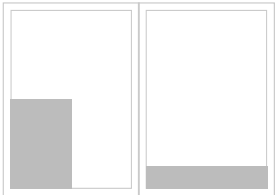
1/3 p. horizontal
Width 170mm
Height 82mm

1/3 p. vertical
Width 54mm
Height 247mm



1/4 p. horizontal
Width 170mm
Height 61mm

1/4 p. vertical
Width 40mm
Height 247mm



1/4 page
Width 83mm
Height 123mm

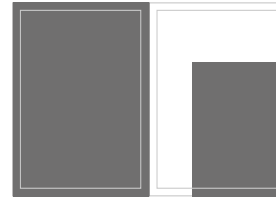
1/8 p. horizontal
Width 170mm
Height 29mm



1/8 page
Width 83mm
Height 61mm

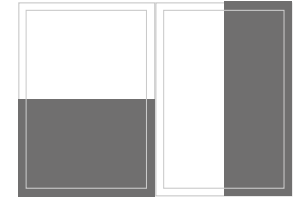
1/8 p. vertical
Width 40mm
Height 123mm

With bleed



1/1 page
Width 210mm
Height 297mm

Junior page
Width 146mm
Height 205mm



1/2p. horizontal
Width 210mm
Height 143mm

1/2 p. vertical
Width 103mm
Height 297mm



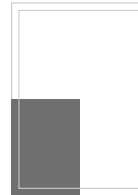
1/3 p. horizontal
Width 210mm
Height 102mm

1/3 p. vertical
Width 74mm
Height 297mm



1/4p. horizontal
Width 210mm
Height 81mm

1/4 p. vertical
Width 54mm
Height 297mm



1/4 page
Width 103mm
Height 143mm

Trim allowances are not included in the specific bleed formats:
head trimming 6 mm,
foot trimming 3 mm,
respectively 3 mm edge trimming.

Please maintain a margin of at least 5 mm to the edge of the page for bleed advertisements with text/images.

- 1 Magazine format: 210 mm wide x 297 mm high, DIN A4
uncut: 216 mm wide x 306 mm high
6 mm head trimming
respectively 3 mm edge and foot trimming
3 mm gutter across the gutter
- Print space: 170 mm wide x 247 mm high
- 2 Print and binding process: sheet offset, paper inner section: 100 g/m², image print, sheet offset paper cover: 200 g/m², image print, adhesive binding
- 3 Data transmission: by e-mail if necessary incl. download link to disposition@holzmann-medien.de
- 4 Data formats: high resolution, printable PDF file, File resolution: 300 dpi (CMYK)
- 5 Colours: Printing inks (CMYK) according to PSO Coated v3 (ECI)
- 6 Data archiving: Printing material/media is not stored by the publisher for more than one year after the last placement.

- 7 Warranty: We do not assume any liability for the print result for incompletely or inaccurately provided data/printing material (texts, colours, images). Incorrect exposure due to incomplete or inaccurate files, incorrect settings or incomplete information is charged. This also applies to additional print setting or reproduction work as well as the creation of inaccurate proofs.

- 8 Contact: Order placement in advance to Holzmann Medien
Advertisement department HCM
Gewerbestraße 2
86825 Bad Wörishofen, Germany
Telephone +49 8247 354-236
Fax +49 8247 354-4236

Delivery address
for loose inserts and
bound inserts:

Industrie-Buchbinderei Kassel
Reference HCM no. .../2022
c/o Mr. Timo Träbing
Otto-Hahn-Straße 25
34253 Lohfelden, Germany

Please send samples to: Holzmann Medien GmbH & Co.KG
for the attention of Mrs. Susanne Fleschutz
Gewerbestraße 2
86825 Bad Wörishofen, Germany

The General Business Terms and Conditions for advertisements and supplementary inserts as well as online advertisements in each current version apply, available at: www.holzmann-medien.de/agb

THE IT INDUSTRY REPORT OF HOSPITAL MANAGEMENT




	Issue 1/2022	Issue 2/2022
Date of publication:	08/02/2022	09/11/2022
Advertising deadline:	18/01/2022	14/10/2022
Circulation:	6,500 copies of each	
Distribution:	6,000 copies as partial inserts in the issues Health&Care Management 1/2022 and 7/2022 and other copies for display.	
	At the decision-making event (issue 1 in February) and at MEDICA (issue 2 in November)	

'Health&Care Management', in close cooperation with the Entscheiderfabrik, will publish a special edition of "IT Industry Report of Hospital Management" in spring before the Entscheiderevent and in autumn before the Deutscher Krankenhaustag and MEDICA. The spring edition presents, among other things, the twelve finalists from which the five digitisation topics of the health care industry 2022 will be selected at the Entscheiderevent. The autumn issue looks at the results of the project teams of the Digitisation Topics 2022 and shows how the clinics are benefiting from the five digitisation topics of the healthcare industry. These editions offer all companies — regardless of their membership in the Entscheiderfabrik — an extremely attractive opportunity to place their innovative range of services and products for the digitisation of the healthcare system with managers and decision-makers in hospitals, clinics and care facilities!

Circulation analysis by job characteristics:	Copies
Board members, managing directors in clinics	1,700
Purchasing management, administration management	900
Medical directors	900
Care management	700
IT directors	1,100
Technical management	700
Displayed copies at ,Entscheiderevent' and MEDICA	400
Remaining, file and archived copies	100
Total circulation	6,500

Format	Print space formats (width x height)	Bleed formats (width x height*)	Prices 4-coloured
1/1 page, 4c	170 x 247 mm	210 x 297 mm	3,880 €
1/2 page vertical, 4c	83 x 247 mm	103 x 297 mm	2,020 €
1/2 page horizontal, 4c	170 x 123 mm	210 x 143 mm	2,020 €
1/3 page vertical, 4c	54 x 297 mm	74 x 297 mm	1,530 €
1/3 page horizontal, 4c	170 x 82 mm	210 x 102 mm	1,530 €

*plus 3 mm trim on each side

1 Circulation monitoring: 

2 Circulation analysis: Copies per issue as an annual average
(July 1, 2020 to June 30, 2021)

Print run	12,000		of which abroad
Total circulation:	11,496		239
Paid circulation:	1,361		26
Copies subscribed:	1,328		26
	thereof	1,048 Members copies	7
		0 Multiple copies	0
Other sales:	32		0
Single-copy sale:	0		
Free copies:	10,135		213
	thereof	85 laid out	0
		1 display locations	0
Remaining, file and archived copies:	504		

3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	97.92	11,257
Abroad	2.08	239
Total circulation	100.00	11,496

3.1 Distribution according to the Nielsen regions/Federal states:

Nielsen region I		
Schleswig-Holstein	4.26 %	480
Hamburg	2.11 %	238
Lower Saxony	9.43 %	1,062
Bremen	0.68 %	77
Nielsen region II		
North Rhine-Westphalia	23.34 %	2,627
Nielsen region IIIa		
Hesse	7.67 %	863
Rhineland-Palatinate	5.37 %	605
Saarland	1.30 %	146
Nielsen region IIIb		
Baden-Wuerttemberg	11.40 %	1,283
Nielsen region IV		
Bavaria	15.39 %	1,732
Nielsen region V		
Berlin	2.31 %	260
Nielsen region VI		
Brandenburg	3.27 %	368
Mecklenburg-West Pomerania	0.88 %	99
Saxony-Anhalt	3.36 %	378
Nielsen region VII		
Saxony	4.89 %	550
Thuringia	4.34 %	489
Total circulation national	100.00 %	11,257

Branches of trade/industrial sectors/types of companies:

WZ 2008 Code	Recipient groups (according to classification of the industrial sectors 2008)	Proportion of the total circulation		
		in total	%	copies
	Health care and social services			
86	Hospitals and clinics		66.67	7,664
87	Nursing and resthomes		23.33	2,682
94/99	special interest groups		0.48	55
10-33	Producing industry		1.13	130
41-43	Civil engineering, structural engineering and finishing trades		0.47	54
45-47	Commercial trade		0.31	36
	Service industries			
69-73	Consultation/Planning/Advertising		1.02	117
81/9601	Cleaning industry		0.26	30
49-68/74-80/82/90-92/95/97-98	Other service industries		3.12	359
	Public facilities			
84	Regional authorities		0.11	13
85	Education and teaching		0.25	29
	member subscription (without trade definition)		2.56	294
	no information		0.29	33
	Total circulation		100.00	11,496

Job characteristics:

	Proportion of the total circulation	
	%	copies
Board members, managing directors in clinics	11.10	1,276
Directors of nursing and resthomes	22.10	2,541
Purchasing management, administration management	11.80	1,357
Medical directors	10.60	1,219
Care management	10.90	1,253
IT directors	7.50	862
Technical management	7.20	828
Hygiene specialists	3.60	414
Quality management, controlling	2.80	322
Personnel management	2.50	287
Member subscription (without position definition)	3.27	376
Displaid copies (without position definition)	0.56	64
Others	6.07	697
Total circulation	100.00	11,496



Health&Care Management is the official organ of the association 'Fachreinigung Krankenhaustechnik e.V.' (FKT). 1,100 members of FKT are mainly technical and managing personnel. All members of FKT receive Health&Care Management through their membership.

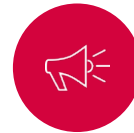


DIGITAL.

hcm-magazin.de AT A GLANCE



THE USER VALUE PORTAL FOR SKILLED CRAFTS ENTREPRENEURS AND SMES



Online reach

30.738 visits
47.257 page impressions
(IVW 7/2021)



Of which mobile reach

7.835 visits
9.837 page impressions
(IVW 7/2021)

CAMPAIGN PLANNING

You can find many best-practice-examples and the current range in the 'HCM' digital portfolio.

'HCM' digital portfolio.

Specs.

ADVERTISING SPACE XXL – for even more attention



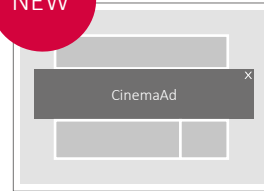
DYNAMIC SITEBAR

CPM € 150.–

The Dynamic Sitebar takes the right-hand skyscraper position and always remains visible. When the user scrolls, the Dynamic Sitebar remains in place (sticky).

The advertising format adapts to the respective screen size and thus dynamically uses the maximum available space on the right-hand side of the website.

Delivery: Desktop

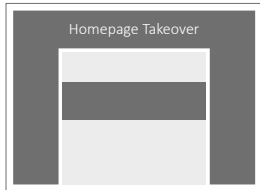


CINEMAAD

CPM € 170.–

Fold-out ad that retracts to billboard width when close button is clicked. The complete advertising message is visible at all times.

Delivery: Desktop

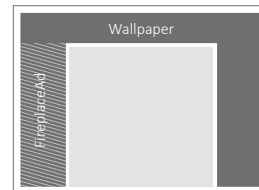


HOMEPAGE TAKEOVER

CPM € 170.–

Getting more advertising space is impossible. Attention-grabbing combination of FireplaceAd and Billboard.

Delivery: Desktop



WALLPAPER

CPM € 135.–

Combination of Superbanner and Skyscraper. The wallpaper frames the website at the top and right-hand side.

Delivery: Desktop

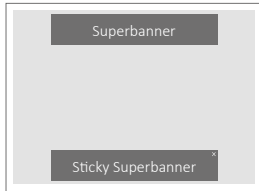
FIREPLACEAD

CPM € 160.–

Combination of two Skyscrapers and the Superbanner. The FireplaceAd frames the website on three sides. When scrolling, the Skyscrapers on the left and right are sticky.

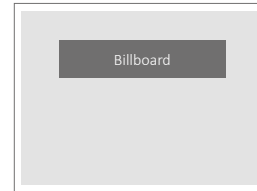
Delivery: Desktop

Strong performance and branding formats. Played out in the field of high-quality content.



Superbanner (728 x 90 pixels) **CPM € 80.–**
Sticky Superbanner (728 x 90 pixels) **CPM € 100.–**
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.

Delivery: Desktop, Tablet



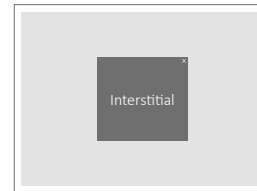
Billboard (940 x 250 pixels) **CPM € 150.–**
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.

Delivery: Desktop



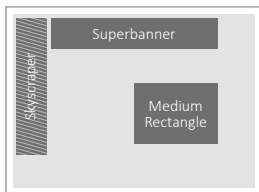
Skyscraper |
Wide Skyscraper (120-160 x 600 pixels) **CPM € 90.–**
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.

Delivery: Desktop



Interstitial (300-550 x 250-400 pixels) **CPM € 120.–**
 Fade-in takes place directly above the content when the website is called up.

Delivery: Desktop, Tablet

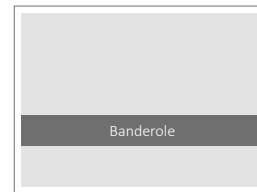


TandemAd **CPM € 130.–**
 Simultaneous playout of two classic advertising formats within the same page impression.

Delivery: upon request

AdBundle **CPM € 135.–**
 (Joint) delivery of three different classic advertising media.

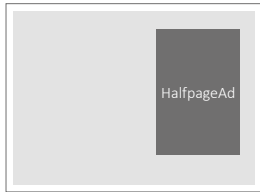
Delivery: upon request



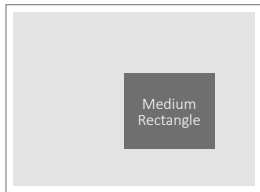
BanderoleAd (770 x 250 pixels) **CPM € 125.–**
 The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.

Delivery: Desktop

One format — all devices! Whether desktop, tablet or smartphone.



HalfpageAd (300 x 600 pixels) **CPM € 110.–**
The integration in the content area of the site ensures that the user's attention is drawn to this striking advertising format.



Medium Rectangle (300 x 250 pixels) **CPM € 100.–**
Prominent placement in the content of the website, centrally and in the user's field of vision.



VideoAd **€ 1,250 .–**
We adapt and integrate your video to the look & feel of the website.

To make users aware of the VideoAD, we place a teaser box on the start page and the subpages of the website. For the teaser, you have 120 characters of text and an image available.

You choose how long you want to run the campaign.

'HCM' — very targeted.

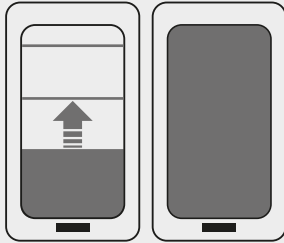
CPM markups: € 10.– for targeting | € 10.– for frequency capping

Exclusive display of your advertising message. Book by the day or the week — please contact us!

Choose your desired format for the exclusive addressing of our users in an exclusive period.



MAXIMUM ATTENTION

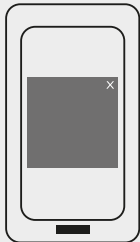


EVEN ON THE SMALLEST SCREENS

MOBILE INTERSCROLLER

CPM € 150.–

- Particularly attention-grabbing advertising format.
- Advertising material lies behind the content and is displayed by scrolling through the view port, while being completely exposed.
- Does not only communicate an advertising message, but guarantees also a high brand awareness.
- Ensures full user attention for a few seconds.
- **Delivery: Mobile**



MOBILE OVERLAY

CPM € 120.–

- When the website is called up, the ad fades in, directly over the content and is closed by the user.
- **Delivery: Mobile**

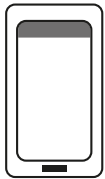
Target mobile users for your device optimized campaign.

Mobile MMA Banner

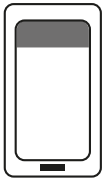
		CPM
MMA 6:1:	300-320 x 50 pixels	€ 80.–
MMA 4:1:	300-320 x 75 pixels	€ 85.–
MMA 2:1:	300-320 x 150 pixels	€ 95.–
MMA 1:1:	300 x 250 pixels (Medium Rectangle)	€ 100.–
HalfpageAd:	300 x 600 pixels	€ 110.–

Mobile MMA Banner sticky

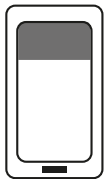
		CPM
MMA 6:1 sticky:	300-320 x 50 pixels	€ 85.–
MMA 4:1 sticky:	300-320 x 75 pixels	€ 90.–



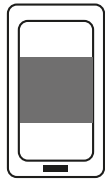
MMA 6:1



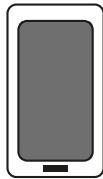
MMA 4:1



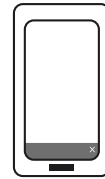
MMA 2:1



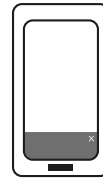
MMA 1:1



HalfpageAd



MMA 6:1



MMA 4:1

Know what matters.

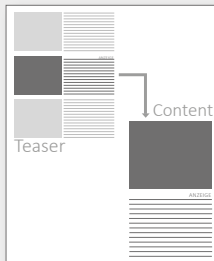
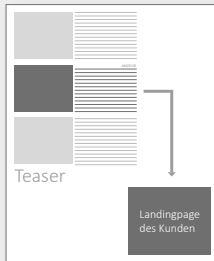
The monthly IVW MEW statement transparently documents our device access.

An average of 26 %* of page impressions for hcm-magazin.de took place on mobile.

* (IVW Online January to July 2021)



CONTENT MARKETING



**CONTENT IS KING,
BUT CONTENT PLUS CONTEXT IS KING KONG.** (LUIS DI COMO)

NATIVEAD OUT

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD Out links to an external landing page.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)
- **Example**

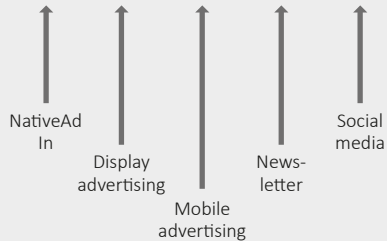
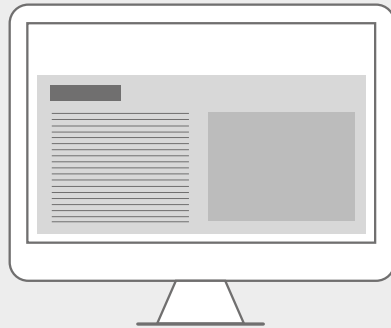
Price: from € 1,350.–

NATIVEAD IN

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD In links to a microsite (one-pager) where you can embed text, images, videos and links.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)
- **Example**

Price: from € 2,450.–

CONTENT MARKETING



TRAFFIC PUSH

ADVERTORIAL

We build an exclusive microsite (= content page) for you, which is kept in the look & feel of the website. The microsite is designed to your liking — you can integrate a wide range of information and content such as images, files, videos and links.

The microsite is available on the selected website for a period of at least 4 weeks.

- Reporting: after end of runtime (AdImpressions, dwell time and click values of all clickable elements)
- Example

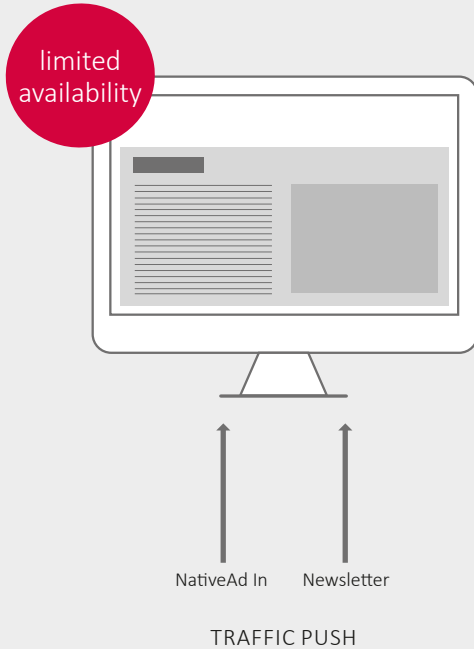
The advertorial is flanked by numerous traffic push measures to redirect our users to the microsite.

The following traffic push elements can be included:

- Fixed NativeAD In (ROS)
- Display advertising
- Mobile advertising
- Content ads in the newsletter
- Social media posts

Price: from € 3,100.–

LEADS



WHITEPAPER

For the whitepaper we build an exclusive microsite (content page). Similar to the advertorial, you can insert content such as images, files, videos, links and of course the whitepage. The collected leads are passed on to you.

Duration: flexible, depending on the budget and/or number of leads, that are to be achieved.

Set up microsite: € 1,450.–*

Traffic push included: NativeAd In, Newsletter Ads

[Example 1](#) | [Example 2](#)

THE FOLLOWING LEAD MODELS ARE AVAILABLE:

Basic Lead | CPL € 50.00*

The following data will be requested:

- First name, last name
- E-mail address

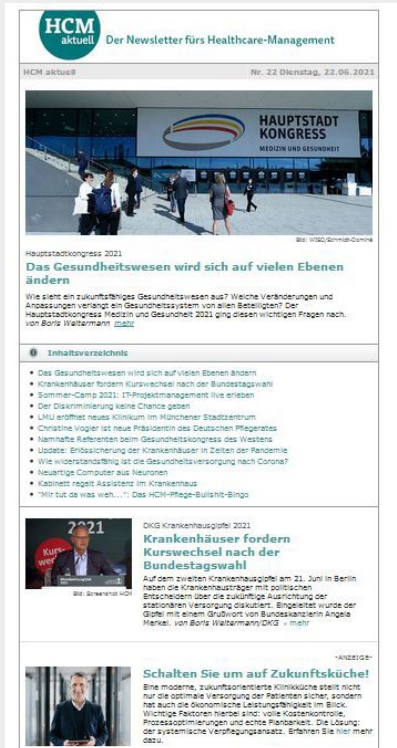
Premium Lead | CPL € 100.00*

The following data will be requested:

- First name, last name
- Email address
- Company name
- Company address
- Phone number
- Position in the company
- Branch

*not eligible for discount or AE

NEWSLETTER HCM aktuell AT A GLANCE



NUMBERS, DATA, FACTS



Subscribers

5.300 (09/2021)



Shipping frequency

Weekly
(usually on Tuesdays)



Opening rate

24 %
(Average 2021)



Reporting

Automatically
After seven days

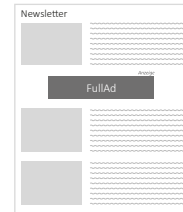
Closer to the customer. Land your message directly in your target group's mailbox!



ContentAd

€ 370.–

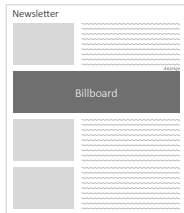
Image-text display that is designed in the look & feel of an editorial article and marked as an advertisement. In addition, 50 characters for the headline and 350 characters of continuous text are available to optimally communicate your advertising message. In this format, you get three external links — these are installed in the headline, logo and body text.



FullAd (468 x 60 pixels)

€ 295.–

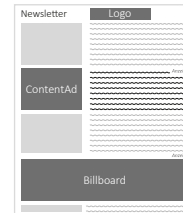
Image display placed between editorial posts. The FullAd links to an external landing page (e.g. company website).



Billboard (600 x 240 pixels)

€ 395.–

Large and prominent format with plenty of space for design and information, which is placed between high-quality content / articles. Brand awareness guaranteed! It links to an external landing page (e.g. company website).



Newsletter Exklusiv Sponsoring

€ 1,300.–

As an exclusive sponsor, secure a newsletter for your advertising. In addition to the installation of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. Choose the formats — ContentAd, FullAd, and the billboard are available.

TOP 1.

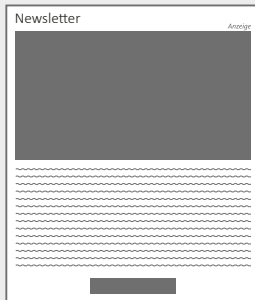
For a surcharge of 50,-€

CTR-Star.

The most popular and successful form of advertising for our advertisers is the ContentAd.



STANDALONE



DROP YOUR MESSAGE EXCLUSIVELY DIRECTLY INTO THE MAILBOX OF YOUR TARGET GROUP!

OUR CONTACTS — YOUR CONTENT!

Your benefit:

- Attention in the target group that is relevant to you
- No scattering losses
- Contact quality: qualified traffic for your website / offer
- Prominent and exclusive presentation without competitors
- Increased adoption through co-branding with our media brand
- Full transparency and measurability through our reporting
- >11,000 high-quality contacts, direct target group access
- individual sending date

Price per release:

- € 2,150.–
- **Example**

Performance miracle.

The most successful form of advertising in the field of Newsletter Advertising.





YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



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