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## PERFECTLY NETWORKED IN HEALTHCARE
'Health&Care Management' is the official organ or media partner of reputable organisations.

- Media partner of ENTSCHEIDERFABRIK
- Official organ of Fachvereinigung Krankenhaustechnik e.V.
- Media partner of KKC – Krankenhaus-Kommunikations-Centrum e.V.
- Media partner of DGFM - Deutsche Gesellschaft für Führung und Marktorientierung in der medizinischen und pflegerischen Versorgung e.V.
- Media partner of Berufsverband Hauswirtschaft e.V.
Title: ‘Health & Care Management’

Brief outline: ‘Health & Care Management’ (HCM) is the only cross-divisional specialist magazine in the German-speaking world to offer practice-oriented and cross-media solutions for decision-makers and opinion leaders in hospitals, private clinics and nursing homes. Are you looking for information to optimize an existing facility or set up a new one? HCM provides you with all the necessary information — useful and solution-oriented.

Categories are Personnel & Management, Purchasing & Logistics, Finance & Controlling, Marketing & Communication, Quality Management, IT & Medical Technology, Building & Technology and Hospital Technology. In addition, you will always be up to date on what is happening in the industry. The focus here is in particular on health policy. We let top-class experts and politicians have their say. User reports provide you with valuable knowledge on management and organizational issues. The latest developments in corporate management are compiled by a journalistically and technically competent team. In addition, current findings from science and research as well as case law are precisely summarized and discussed. Case studies, market overviews and critical debates provide you with the necessary basis for sound investment decisions.

Target groups: All decision-makers in health and care facilities. Further information is available from the IVW (Information Community for the Assessment of the Circulation of Media) circulation and distribution as well as from the recipient structure analysis.

Frequency of publication: 10 x annually, (see schedule, page 9/10)

Issue format: DIN A4

Year: 11th year

Issue price: Annual subscription national € 139.90 (incl. VAT and postage)

Annual subscription abroad € 151.90 (incl. VAT and postage)

Retail price € 15.40 plus shipping and handling

Organ: DGFM e.V.,
FKT Fachvereinigung Krankenhaustechnik e.V.
Media partner of Entscheiderfabrik

Membership/Participation: IVW (Information Community for the Assessment of the Circulation of Media)
In association with:
Entscheiderfabrik, APOLLON Hochschule, Berufsverband Hauswirtschaft, DPV – Deutscher Pflegeverband e.V., Stepstone, Registrierung beruflich Pflegender, Schubert Management Consultants,
KKC Krankenhaus Kommunikations Centrum, Weimer | Bork,
Deutsches Pflegeportal, Corporate Health Netzwerk, Gesundheitswirtschaft managen

Publishing house: Holzmann Medien GmbH & Co. KG
P.O. Box 1342, 86816 Bad Wörishofen, Germany
Gewerbestraße 2, 86825 Bad Wörishofen, Germany
Telephone +49 8247 354-01
Fax +49 8247 354-170
www.holzmann-medien.de
www.hcm-magazin.de

Publisher: Alexander Holzmann

Advertisements: Michael Klotz (in charge)
Telephone: +49 8247 354-236
michael.klotz@holzmann-medien.de

Editorial department: Ivonne Rammoser (responsible according to the press law)
Telephone +49 8247 354-237
ivonne.rammoser@holzmann-medien.de
1 Advertisement prices and formats (All prices specified are subject to the statutory VAT.)

<table>
<thead>
<tr>
<th>Format</th>
<th>Print space formats width x height in mm</th>
<th>Bleed formats width x height in mm</th>
<th>Prices 4-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>170 x 247</td>
<td>210 x 297</td>
<td>5,160.– €</td>
</tr>
<tr>
<td>2/3 page</td>
<td>112 x 247 or 170 x 158</td>
<td>132 x 297 or 210 x 178</td>
<td>4,110.– €</td>
</tr>
<tr>
<td>Junior page</td>
<td>126 x 185</td>
<td>146 x 205</td>
<td>2,785.– €</td>
</tr>
<tr>
<td>1/2 page</td>
<td>83 x 247 or 170 x 123</td>
<td>103 x 297 or 210 x 143</td>
<td>2,670.– €</td>
</tr>
<tr>
<td>1/3 page</td>
<td>54 x 247 or 170 x 82</td>
<td>74 x 297 or 210 x 102</td>
<td>2,040.– €</td>
</tr>
<tr>
<td>1/4 page</td>
<td>83 x 123 or 170 x 61</td>
<td>103 x 143 or 210 x 81</td>
<td>1,450.– €</td>
</tr>
<tr>
<td>1/8 page</td>
<td>83 x 61 or 170 x 29</td>
<td>---</td>
<td>790.– €</td>
</tr>
<tr>
<td>mm price</td>
<td>single-column (40 mm width)</td>
<td></td>
<td>7.75 €</td>
</tr>
</tbody>
</table>

Special placements

<table>
<thead>
<tr>
<th>Special placements</th>
<th>Print space formats width x height in mm</th>
<th>Bleed formats width x height in mm</th>
<th>Prices 4-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd cover page</td>
<td>170 x 247</td>
<td>210 x 297</td>
<td>5,530.– €</td>
</tr>
<tr>
<td>4th cover page</td>
<td>170 x 247</td>
<td>210 x 297</td>
<td>5,530.– €</td>
</tr>
<tr>
<td>1/3 editorial</td>
<td>---</td>
<td>74 x 297</td>
<td>2,390.– €</td>
</tr>
<tr>
<td>Island advertisement</td>
<td>mm price (54 mm width)</td>
<td></td>
<td>13.20 €</td>
</tr>
</tbody>
</table>

Special advertising formats see page 5 and 6.

Suppliers A–Z

<table>
<thead>
<tr>
<th>Suppliers A–Z</th>
<th>mm price (54 mm width)</th>
<th>per entry and issue</th>
<th>in total 10 issues (1 year)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,50 €</td>
</tr>
</tbody>
</table>

Graphic illustration of the advertising formats see page 7
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 %  3 pages  10 %
for 6 ads  10 %  5 pages  15 %
for 10 ads  15 %  10 pages  20 %
for 20 ads  20 %
No discount for loose inserts, postcards, glued inserts and technical supplementary costs.

4 Categories:
See price list job and classified advertisements see page 6
box number fee € 10.–

5 Special types of advertising:
Bound inserts
2 pages (1 sheet)  € 4,180.–
4 pages (2 sheets)  € 6,220.–
Untrimmed Size 216 x 306 mm
Trimmed Size 210 x 297 mm
(Discount: 1 Sheet = 1/1 advertising page)

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 advertising formats see page 6
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 5,450.-  
(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 13,600.-

**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 8,900.- (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 10,650.-

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**Classified advertisements (Job offers/Educational offers)**
(All prices specified are subject to statutory VAT.)

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

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.

**Advertising deadlines for classified advertisements**
(publication dates see page 9/10)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Advertising deadline</th>
<th>Issue</th>
<th>Advertising deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2/2020</td>
<td>15/01/2020</td>
<td>7-8/2020</td>
<td>23/06/2020</td>
</tr>
<tr>
<td>4/2020</td>
<td>17/03/2020</td>
<td>10/2020</td>
<td>14/09/2020</td>
</tr>
<tr>
<td>5/2020</td>
<td>14/04/2020</td>
<td>11/2020</td>
<td>14/10/2020</td>
</tr>
<tr>
<td>6/2020</td>
<td>18/05/2020</td>
<td>12/2020</td>
<td>12/11/2020</td>
</tr>
</tbody>
</table>

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**Trade journal**
Price list no. 10, valid from 01/01/2020
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
3 columns each 42.2 mm wide
4 columns each 41.5 mm wide

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, Euroscale according to DIN ISO 12647-2, colour
sequence black/cyan/magenta/yellow. Please send us your
documents for printing in digital form.

3 Data transmission: by e-mail if necessary incl. download link to
disposition@holzmann-medien.de

4 Data formats: high resolution, printable PDF file,
press proof or proof (colour consistent)
File resolution: 300 dpi (CMYK)

5 Colours: Printing inks (CMYK) according to PSO Coated v3 (ECI), special
colours are available according to agreement. In particular, the
standard offset profiles of the ECI are referred to for the
conversion and control of the colour space (ICC Colour
Management).

6 Proof: Caution regarding colour advertisements: No consistent colour
reproduction can be guaranteed without supplying of a proof
with a media wedge (colour bar). Colour consistent proof
according to “Media Standard Printing” (bvdm- The German
Printing and Media Industries Federation). Digitally produced
proofs must include the FOGRA media wedge, to check colour
accuracy (can be purchased at www.fogra.org). Proofs must have
an official print control strip.

7 Data archiving: Printing material/media is not stored by the publisher for more
than one year after the last placement.

8 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.

9 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. .../2020
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
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2</td>
<td>13/12/2019</td>
<td>Transhuman medicine</td>
</tr>
<tr>
<td></td>
<td>AD: 13/01/2020</td>
<td>Facility technology &amp; room utilisation</td>
</tr>
<tr>
<td></td>
<td>DP: 03/02/2020</td>
<td>Drinking water hygiene and treatment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Safety technology</td>
</tr>
<tr>
<td></td>
<td>22/01/2020</td>
<td>Nouvelle cantine: End of the 'meals'</td>
</tr>
<tr>
<td></td>
<td>AD: 10/02/2020</td>
<td>Sanitary technology</td>
</tr>
<tr>
<td></td>
<td>DP: 02/03/2020</td>
<td>Working and protecting clothes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Laundry and textile care</td>
</tr>
<tr>
<td>4</td>
<td>24/02/2020</td>
<td>Algorithm – the rhythm you have to follow?</td>
</tr>
<tr>
<td></td>
<td>AD: 13/03/2020</td>
<td>New buildings and renovations</td>
</tr>
<tr>
<td></td>
<td>DP: 03/04/2020</td>
<td>Financing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IT security and data protection</td>
</tr>
<tr>
<td>5</td>
<td>20/03/2020</td>
<td>Think green – act ecologically</td>
</tr>
<tr>
<td></td>
<td>AD: 08/04/2020</td>
<td>Heating and air conditioning technology</td>
</tr>
<tr>
<td></td>
<td>DP: 04/05/2020</td>
<td>Communication technology and speech recognition</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hygiene and cleaning</td>
</tr>
<tr>
<td>6</td>
<td>22/04/2020</td>
<td>Coopetition – new partnerships</td>
</tr>
<tr>
<td></td>
<td>AD: 13/05/2020</td>
<td>Equipment and supplies</td>
</tr>
<tr>
<td></td>
<td>DP: 05/06/2020</td>
<td>Facility and energy technology</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IT infrastructure (HIS, RIS, PACS &amp; Co.)</td>
</tr>
</tbody>
</table>

Regular topics and categories in every issue:

- Hospital technology
- Building & Technology
- Interior design
- IT & Medical technology
- Quality management
- Purchasing & Logistics
- Finances & Controlling
- Marketing & Communications
- Personal & Leadership
- Judgement & Tax
- Research

– Subject to change without prior notice –
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Topics</th>
</tr>
</thead>
</table>
| 7/8   | ED: 29/06/2020  
AD: 18/06/2020  
DP: 10/07/2020 | Global & public health  
IT security and data protection  
Heating and air conditioning technology  
Diagnostic imaging |
| 9     | ED: 22/07/2020  
AD: 10/08/2020  
DP: 01/09/2020 | Safety and protection against violence  
New buildings and renovations  
Desinfection and central sterilisation  
Billing for hospitals |
| 10    | ED: 21/08/2020  
AD: 09/09/2020  
DP: 01/10/2020 | 30 years of medical reunification  
Telemedicine  
Financing  
Facility and energy technology |
| 11    | ED: 22/09/2020  
AD: 09/10/2020  
DP: 02/11/2020 | Digitisation & artificial intelligence  
Networking in the kitchen  
Hygiene and cleaning  
Surgery management and equipment |
| 12    | ED: 22/10/2020  
AD: 09/11/2020  
DP: 01/12/2020 | The applicant is potential customer  
Equipment and supplies  
Procurement and purchasing  
Sanitary technology |

Regular topics and categories in every issue:
- Hospital technology
- Building & Technology
- Interior design
- IT & Medical technology
- Quality management
- Purchasing & Logistics
- Finances & Controlling
- Marketing & Communications
- Personal & Leadership
- Judgement & Tax
- Research

* ED = Editorial deadline  
AD = Advertising deadline  
DP = Date of publication

For further topic suggestions feel free to contact the editors by telephone +49 8247 354-237.
NEW AT HCM!

The IT industry report of hospital management

'Health&Care Management' is the new media partner of the Entscheiderfabrik
Special Issue “IT Industry Report of the Hospital Management”

'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 (12.–13.2.2020 in Düsseldorf) and in autumn before the Deutscher Krankenhaustag and MEDICA (16.–19.11.2020 in Düsseldorf). The spring edition presents, among other things, the twelve finalists from which the five digitisation topics of the health care industry 2020 will be selected at the Entscheiderevent. The autumn issue looks at the results of the project teams of the Digitisation Topics 2020 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:

<table>
<thead>
<tr>
<th>Job Category</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board members, managing directors in clinics</td>
<td>1,700</td>
</tr>
<tr>
<td>Purchasing management, administration management</td>
<td>900</td>
</tr>
<tr>
<td>Medical directors</td>
<td>900</td>
</tr>
<tr>
<td>Care management</td>
<td>700</td>
</tr>
<tr>
<td>IT directors</td>
<td>1,100</td>
</tr>
<tr>
<td>Technical management</td>
<td>700</td>
</tr>
<tr>
<td>Displayed copies at 'Entscheiderevent' and MEDICA</td>
<td>400</td>
</tr>
<tr>
<td>Remaining, file and archived copies</td>
<td>100</td>
</tr>
<tr>
<td>Total circulation</td>
<td>6,500</td>
</tr>
</tbody>
</table>

Issue 1/2020        Issue 2/2020

Date of publication: 03/02/2020 02/11/2020
Advertising deadline: 08/01/2020 02/10/2020
Circulation: 6,500 copies of each
Distribution: 6,000 copies as partial inserts in the issues Health&Care Management 1-2/2020 and 11/2020 as well as further 400 copies at 'Entscheiderevent’ (issue 1) and at Entscheiderfabrik booth at MEDICA (issue 2)

<table>
<thead>
<tr>
<th>Format</th>
<th>Print space formats (width x height)</th>
<th>Bleed formats (width x height*)</th>
<th>Prices 4-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page, 4c</td>
<td>170 x 247 mm</td>
<td>210 x 297 mm</td>
<td>3,800 €</td>
</tr>
<tr>
<td>1/2 page vertical, 4c</td>
<td>83 x 247 mm</td>
<td>103 x 297 mm</td>
<td>1,980 €</td>
</tr>
<tr>
<td>1/2 page horizontal, 4c</td>
<td>170 x 123 mm</td>
<td>210 x 143 mm</td>
<td>1,980 €</td>
</tr>
<tr>
<td>1/3 page vertical, 4c</td>
<td>54 x 297 mm</td>
<td>74 x 297 mm</td>
<td>1,500 €</td>
</tr>
<tr>
<td>1/3 page horizontal, 4c</td>
<td>170 x 82 mm</td>
<td>210 x 102 mm</td>
<td>1,500 €</td>
</tr>
</tbody>
</table>

*plus 3 mm trim on each side
1 Circulation monitoring:

2 Circulation analysis: Copies per issue as an annual average (July 1, 2018 to June 30, 2019)

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>13,500</td>
<td>of which abroad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total circulation:</td>
<td>13,080</td>
<td>200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid circulation:</td>
<td>2,757</td>
<td>27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Copies subscribed:</td>
<td>2,756</td>
<td>27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>thereof</td>
<td>2,459 Members copies</td>
<td>10</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>thereof</td>
<td>0 Multiple copies</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Other sales:</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Single-copy sale:</td>
<td>1</td>
<td>173</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Free copies:</td>
<td>10,323</td>
<td>173</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>thereof</td>
<td>949 laid out</td>
<td>49</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>thereof</td>
<td>6 display locations</td>
<td>6</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Remaining, file and archived copies:</td>
<td>420</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3 Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>98.47</td>
<td>12,880</td>
</tr>
<tr>
<td>Abroad</td>
<td>1.53</td>
<td>200</td>
</tr>
<tr>
<td>Total circulation</td>
<td>100.00 %</td>
<td>13,080</td>
</tr>
</tbody>
</table>

3.1 Distribution according to the Nielsen regions/Federal states:

<table>
<thead>
<tr>
<th>Nielsen region</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schleswig-Holstein</td>
<td>4.29 %</td>
<td>553</td>
</tr>
<tr>
<td>Hamburg</td>
<td>2.06 %</td>
<td>265</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>9.01 %</td>
<td>1,160</td>
</tr>
<tr>
<td>Bremen</td>
<td>0.71 %</td>
<td>91</td>
</tr>
<tr>
<td>Nielsen region II</td>
<td>21.53 %</td>
<td>2,773</td>
</tr>
<tr>
<td>North Rhine-Westphalia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nielsen region IIIa</td>
<td>7.54 %</td>
<td>971</td>
</tr>
<tr>
<td>Hesse</td>
<td>4.90 %</td>
<td>631</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>1.10 %</td>
<td>142</td>
</tr>
<tr>
<td>Nielsen region IIIb</td>
<td>12.99 %</td>
<td>1,673</td>
</tr>
<tr>
<td>Baden-Wuerttemberg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nielsen region IV</td>
<td>16.45 %</td>
<td>2,119</td>
</tr>
<tr>
<td>Bavaria</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nielsen region V</td>
<td>6.03 %</td>
<td>777</td>
</tr>
<tr>
<td>Berlin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nielsen region VI</td>
<td>2.73 %</td>
<td>352</td>
</tr>
<tr>
<td>Brandenburg</td>
<td>0.81 %</td>
<td>104</td>
</tr>
<tr>
<td>Mecklenburg-West Pomerania</td>
<td></td>
<td>331</td>
</tr>
<tr>
<td>Saxony-Anhalt</td>
<td>2.57 %</td>
<td></td>
</tr>
<tr>
<td>Nielsen region VII</td>
<td>3.85 %</td>
<td>496</td>
</tr>
<tr>
<td>Saxony</td>
<td>3.43 %</td>
<td>442</td>
</tr>
<tr>
<td>Thuringia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total circulation national</td>
<td>100.00 %</td>
<td>12,880</td>
</tr>
</tbody>
</table>
### 1.1 Branches of trade/industrial sectors/types of companies:

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups (according to classification of the industrial sectors 2008)</th>
<th>Proportion of the total circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>in total</td>
</tr>
<tr>
<td>86</td>
<td>Health care and social services</td>
<td></td>
</tr>
<tr>
<td>86</td>
<td>Hospitals and clinics</td>
<td>53.21</td>
</tr>
<tr>
<td>87</td>
<td>Nursing and resthomes</td>
<td>23.89</td>
</tr>
<tr>
<td>94/99</td>
<td>special interest groups</td>
<td>0.42</td>
</tr>
<tr>
<td>10-33</td>
<td>Producing industry</td>
<td>1.09</td>
</tr>
<tr>
<td>41-43</td>
<td>Civil engineering, structural engineering and finishing trades</td>
<td>0.71</td>
</tr>
<tr>
<td>45-47</td>
<td>Commercial trade</td>
<td>0.36</td>
</tr>
<tr>
<td>69-73</td>
<td>Service industries</td>
<td></td>
</tr>
<tr>
<td>69-73</td>
<td>Consultation/Planning/Advertising</td>
<td>1.00</td>
</tr>
<tr>
<td>81/9601</td>
<td>Cleaning industry</td>
<td>0.54</td>
</tr>
<tr>
<td>49-68/74-80/82/90-92/95/97-98</td>
<td>Other service industries</td>
<td>8.67</td>
</tr>
<tr>
<td>84</td>
<td>Public facilities</td>
<td></td>
</tr>
<tr>
<td>84</td>
<td>Regional authorities</td>
<td>0.28</td>
</tr>
<tr>
<td>85</td>
<td>Education and teaching</td>
<td>0.48</td>
</tr>
<tr>
<td></td>
<td>member subscription (without trade definition)</td>
<td>8.73</td>
</tr>
<tr>
<td></td>
<td>no information</td>
<td>0.62</td>
</tr>
<tr>
<td></td>
<td><strong>Total circulation</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

1.2 Size of business entity: not ascertained
2.1 Job characteristics:

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board members, managing directors in clinics</td>
<td>12.10</td>
<td>1,583</td>
</tr>
<tr>
<td>Directors of nursing and resthomes</td>
<td>22.50</td>
<td>2,943</td>
</tr>
<tr>
<td>Purchasing management, administration management</td>
<td>7.60</td>
<td>994</td>
</tr>
<tr>
<td>Medical directors</td>
<td>7.60</td>
<td>994</td>
</tr>
<tr>
<td>Care management</td>
<td>6.20</td>
<td>811</td>
</tr>
<tr>
<td>IT directors</td>
<td>8.10</td>
<td>1,059</td>
</tr>
<tr>
<td>Technical management</td>
<td>5.30</td>
<td>693</td>
</tr>
<tr>
<td>Hygiene specialists</td>
<td>2.50</td>
<td>327</td>
</tr>
<tr>
<td>Quality management, controlling</td>
<td>3.20</td>
<td>419</td>
</tr>
<tr>
<td>Personnel management</td>
<td>1.40</td>
<td>183</td>
</tr>
<tr>
<td>Member subscription (without position definition)</td>
<td>12.90</td>
<td>1,687</td>
</tr>
<tr>
<td>Displayed copies (without position definition)</td>
<td>8.11</td>
<td>1,061</td>
</tr>
<tr>
<td>Others</td>
<td>2.49</td>
<td>326</td>
</tr>
<tr>
<td><strong>Total circulation</strong></td>
<td><strong>100.00</strong></td>
<td><strong>13,080</strong></td>
</tr>
</tbody>
</table>

2.2 Socio-demographics: not ascertained

2.3 Decision areas or purchasing intentions: not ascertained
**Website Portrait**

**Web address:**  www.hcm-magazin.de

**Brief outline:**  www.hcm-magazin.de is the user value portal for decision-makers and opinion leaders in hospitals, private clinics, and retirement and nursing homes. The website offers journalistically prepared information combined with practical solutions. In addition to current news from the healthcare industry, an extensive archive is available. In the Digital Health Lexicon, experts explain terms of digitisation in the health care sector in an understandable way. In the supplier directory, companies present their products and services.

**Target groups:**  All decision makers in health and care facilities.

**Publishing house:**  Holzmann Medien GmbH & Co. KG
- P.O. Box 2 86825, 86816 Bad Wörishofen, Germany
- Gewerbestraße 1342, 86816 Bad Wörishofen, Germany
- Telephone +49 8247 354-236
- Fax +49 8247 354-4236
- www.holzmann-medien.de
- www.hcm-magazin.de

**Contact**
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- ivonne.rammoser@holzmann-medien.de

**Contact**
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  michael.klotz@holzmann-medien.de

- Data delivery:  admanagement@holzmann-medien.de

- Access control:

- Usage data:
  - Online reach:
    - Visits: 28,782 (IVW 07 | 2019)
    - PageImpressions: 44,013 (IVW 07 | 2019)
  - of which:
    - mobile reach:
      - Visits: 10,362 (IVW 07 | 2019)
      - PageImpressions: 13,354 (IVW 07 | 2019)
Superbanner |  
Sticky Superbanner (728 x 90 pixels)  
**CPM € 80**  
XXL Superbanner (728 x 250 pixels)  
**CPM € 85**  
Attention-grabbing advertising format with full-surface presence, at the top or bottom. Displayed in instantly visible areas with ample creative scope.  
Displayed on desktop and tablet

Skyscraper (160 x 600 pixels)  
**CPM € 90**  
Placed on the right or left edge of the screen; remains in the user’s field of vision when scrolling.  
XXL Skyscraper (300 x 600 pixels)  
**CPM € 95**  
Oversized Skyscraper variant.  
Displayed on desktop

Homepage Takeover  
**CPM € 170**  
Attention-grabbing combination of FireplaceAd and Billboard.  
Displayed on desktop

TandemAd  
**CPM € 130**  
Simultaneous display of two classic advertising formats within the same page impression.  
Displayed on: upon request

AdBundle  
**CPM € 135**  
(Joint) delivery of three different classic advertising media.  
Displayed on: upon request

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.  
Displayed on desktop

Overlay (300–550 x 250–400 pixels)  
**CPM € 120**  
The ad is displayed directly above the content when the website is accessed.  
Displayed on desktop and tablet

BanderoleAd (770 x 250 pixels)  
**CPM € 125**  
The advertising material lies in the directly visible area like a strip over the website. Ideally suited for concise advertising messages.  
Displayed on desktop

Wallpaper (728 x 90 + 160 x 600 pixels)  
**CPM € 135**  
Combination of Superbanner and Skyscraper. The wallpaper frames the website top and right.  
Displayed on desktop

FireplaceAd  
**CPM € 160**  
The combination of two Skyscrapers and the Superbanner frames the website on three sides.  
Displayed on desktop
<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>HalfpageAd (300 x 600 pixels)</td>
<td>Through the integration in the content area of the site, the user's eye is drawn to this striking advertising format. Cross-device delivery (on all devices)</td>
<td>€ 110</td>
</tr>
<tr>
<td>Medium Rectangle (300 x 250 pixels)</td>
<td>High-profile placement in the content of the website, centrally and in the user's field of vision. Cross-device delivery (on all devices)</td>
<td>€ 100</td>
</tr>
<tr>
<td>Rectangle (300 x 100 pixels)</td>
<td>Placement in the content area of the website. Cross-device delivery (on all devices)</td>
<td>€ 45</td>
</tr>
<tr>
<td>Mobile MMA Banner</td>
<td>MMA 6:1: 300–320 x 50 pixels</td>
<td>€ 80</td>
</tr>
<tr>
<td></td>
<td>MMA 4:1: 300–320 x 75 pixels</td>
<td>€ 85</td>
</tr>
<tr>
<td></td>
<td>MMA 2:1: 300–320 x 150 pixels</td>
<td>€ 95</td>
</tr>
<tr>
<td></td>
<td>MMA 1:1: 300 x 250 pixels (Medium Rectangle)</td>
<td>€ 100</td>
</tr>
<tr>
<td></td>
<td>HalfpageAd:300 x 600 pixels</td>
<td>€ 110</td>
</tr>
<tr>
<td>Mobile MMA Banner sticky</td>
<td>MMA 6:1 sticky: 300–320 x 50 pixels</td>
<td>€ 85</td>
</tr>
<tr>
<td></td>
<td>MMA 4:1 sticky: 300–320 x 75 pixels</td>
<td>€ 90</td>
</tr>
<tr>
<td>Mobile Overlay</td>
<td>(300 x 250–300 pixels)</td>
<td>€ 120</td>
</tr>
<tr>
<td>Targeting</td>
<td>Cross-device delivery (on all devices)</td>
<td>€ 5</td>
</tr>
<tr>
<td>Frequency Capping</td>
<td>You determine the optimal amount of contacts according to your objectives. By limiting the number of advertising media contacts, you can individually control the optimal delivery quantity for your campaign.</td>
<td>€ 5</td>
</tr>
</tbody>
</table>

**Billing mode:** AdImpressions (advertising material displays) are calculated at CPM (thousand contact price).
- Example: CPM € 80 and 10,000 AdImpressions = € 800.
- Holzmann Medien creates the invoice based on the billing figures calculated by the Adition Adserver.

**File format:** Specifications online at www.holzmann-medien.de/specs
**Delivery address:** admanagement@holzmann-medien.de
**Delivery deadline:** At least three business days prior to the start of the campaign
**Performance review:** After the campaign ends via reporting. The statistics include the campaign's ad impressions and clicks.
Native Types of advertising

Below you will find an overview of our numerous possibilities in the field of Native Advertising.
All formats are displayed in ROS and on all devices (desktop, tablet, mobile).
Prices upon request.

Advertorial

We build an exclusive microsite (= content page) for you that has the look and feel of the website. The microsite will be designed according to your wishes: you can integrate numerous information and content such as images, files, videos and links.

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

The advertorial is accompanied by numerous traffic-push measures to direct our users to the microsite.

The following traffic push elements can be included:
• Permanently installed TeaserBox (ROS)
• Display advertising
• Mobile advertising
• Content ads in our newsletter
• Social media posts

Whitepaper

For the whitepaper, we build an exclusive microsite (content page). Here you can insert images, files, videos, links and of course the whitepaper. The collected leads will be passed on to you.

The duration is at least 4 weeks.

The following traffic push elements can lead to the whitepaper:
• Permanently installed TeaserBox (ROS)
• Content ads in our newsletter
Native Ad In
Image & text ad that is designed in the look & feel of an editorial article and marked as an ad. The placement takes place either within the content or in the sidebar.
Die Native Ad In links to a microsite (content page) where you can embed texts, images, videos and links.

Native Ad Out
Image & text ad that is designed in the look & feel of an editorial article and marked as an ad. The placement takes place either within the content or in the sidebar.
Die Native Ad Out links to an external landing page (e.g. company website).

Video Ad
Your video will be adapted and integrated by us to the look & feel of the website.
To make users aware of the Video Ad, we place a teaser box on the homepage and the subpages of the website. The teaser box contains 120 characters of text and an image. You choose the duration of the campaign.

Audio
Talk to us about advertising opportunities with audio!

Social
We offer advertising opportunities in our social media channels.
We would be happy to advise you on your individual concept.
Name: HCM aktuell
Frequency of publication: weekly (every Tuesday)
Brief outline: The weekly newsletter ‘HCM aktuell’ offers the latest in industry information, product news, information on events and tips on business decisions. Advertise in a selective and targeted manner: Send your advertising message directly to the email postbox of the newsletter subscribers!
Target group: Decision-makers in health and care facilities. (All recipients of the newsletter have agreed to obtain e-mailings.)
Reach: 3,657 subscribers (as of September 2019) (We would be happy to inform you about the current number of subscribers)

HOLZMANN MEDIEN

OUR TARGET GROUPS, OUR INDUSTRIES

CONSTRUCTION | CLEANING | MEAT SECTOR | CRAFT | HEALTHCARE | HOSPITALITY | SMART ENGINEERING

We would be happy to support you with your next online campaign and your digital strategy, aligned to your target group.

www.holzmann-medien.de/media-sales
### ContentAd

- **Price**: €335
- Image & text advertisement designed in the look & feel of an editorial article and marked as an advertisement.
- 50 characters available for the headline and 350 for the body to communicate your advertising message optimally.
- With this format, you will receive three external links: We incorporate these in the headline, in the logo, and in the body text.

### Billboard (600 x 240 pixels)

- **Price**: €360
- Large and prominent format with plenty of space for design and information, placed between high-quality content/contributions. Brand awareness guaranteed!
- The Billboard is exclusive, i.e. can only be found once in the newsletter and links to an external landing page (e.g. company website).

### FullAd (468 x 60 pixels)

- **Price**: €270
- Image ad placed between editorial articles. The FullAd links to an external landing page (e.g. company website).

### Exclusive Newsletter Sponsoring

- **Price**: €1,180
- Secure a newsletter for your advertising as an exclusive sponsor. In addition to the integration of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. You choose the formats: ContentAd, FullAd, and the Billboard are available.

### StandAlone Newsletter

- **Price**: €1,980
- The StandAlone Newsletter is built in the look & feel of the regular newsletter. Your advertising message is the sole focus. In addition to 1,500 characters of text, you can insert two images, call-to-action buttons, and external links. The StandAlone Newsletter is particularly suitable for advertising messages that cannot be explained with 350 characters. The mailing date is agreed individually.
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