

MTD | Medizin-Technischer Dialog

The Professional Journal for Trade in Medicine



RATE Card

2021

No 45, effective 1 January 2021

Official Journal of Bundesverband des Sanitätsfachhandels (BVS)
and Zentralvereinigung Medizin-Technik (ZMT)

*(BVS – Federal Association of Medical Suppliers
ZMT – Main Trade Association for Medical Technology)*



IVW-audited



MTD-Verlag GmbH

MTD | Production Schedule & Essentials



Publisher

MTD-Verlag GmbH
Schomburger Str. 11
88279 Amtzell · Germany

Phone ++49 (0) 7520 958-0
Fax ++49 (0) 7520 958-99
www.mtd.de

Frequency

12 issues a year (at the beginning of a month)

Advertisement Closing Date

1st of the previous month (see also *Editorial Schedule & Deadlines*)

Advertisement Copy Deadline

14th of the previous month (see also *Editorial Schedule & Deadlines*)

Trim Size

A4 Size (297 mm × 210 mm)

Type Area

270 mm × 175 mm, 3 columns à 55 mm

Printing/Binding

offset printing/adhesive binding

Place of Publication

D-88279 Amtzell

Advertising Services (Print and Online) – Contact Persons



Advertising Manager
Horst Bayer
Phone ++49 (0) 7520 958-30
E-mail: h.bayer@mtd.de

Advertising Sales Representative
Ursula Saurwein
Phone ++49 (0) 7520 958-21
E-mail: saurwein@mtd.de

Terms of Payment

2 % discount if paid within 8 days of invoice date, 30 days net
3 % discount on direct debit authorisation

Bank Details

Kreissparkasse Göppingen
BAN 16 0441 91 · Sort Code 610 500 00
IBAN DE05 6105 0000 0016 0441 91
BIC GOPSDE6GXXX



Readers

MTDialog targets decision-makers in the field of medical equipment, services and devices:

- medical equipment & supplies, wholesale & retail
- medical equipment & supplies, manufacturers & service providers
- hospital group purchasing organizations
- health insurance companies
- health policy

IVW-audited Circulation Breakdown

(average from 3rd quarter 2019 to 2nd quarter 2020)

Print Figure	2,421
Paid Circulation	1,635
Actual Circulation	2,128

For more than four decades the professional journal **MTDialog** has been a firmly established and highly renowned source of healthcare business and policy news among healthcare executives.

MTDialog is the official journal of the relevant professional associations (Bundesverband des Sanitätsfachhandels/BVS and Zentralvereinigung Medizin-Technik/ZMT).

Decision-makers in trade and industry, in service-providing companies, in politics, health insurance companies and hospital procurement use MTDialog as an important source of information. The journal is mainly distributed in German-speaking countries.

MTDialog provides pertinent information for economic success in the medical devices market in a reader-friendly way, clearly structured under the headings Medical Technology and Medical Supplies.

MTDialog reports every month on:

- healthcare developments, events and trends
- the effects of healthcare policy on the target groups
- customers of specialist retailers and the industry (hospitals, nursing homes, practice-based physicians and health insurance companies)
- sectoral marketing
- product innovations

We are dedicated to providing carefully selected information for a target audience. That way losses due to non-selective advertising are avoided.



Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V., Bonn

(German Audit Bureau of Circulations)

IVW-audited



Extended reach by cross-media advertising

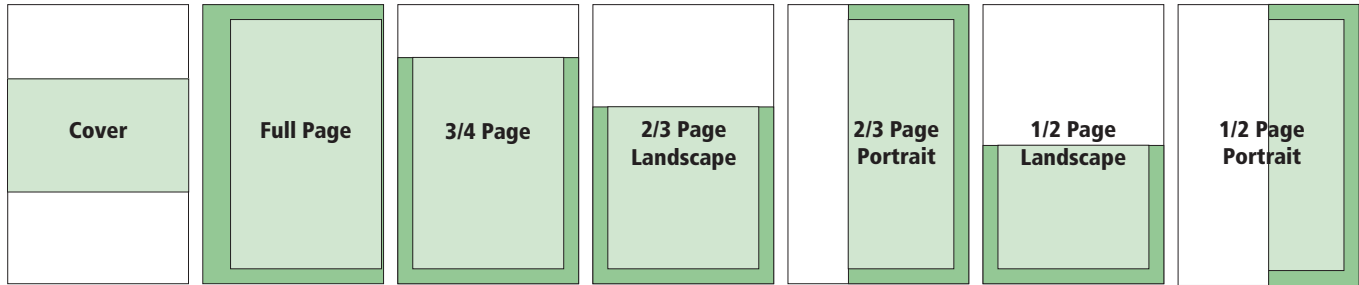
Print	Online	Event	Reach Count
12 issues MTDialog	www.mtd.de www.medizinprodukte-ausschreibungen.de Tender Newsletter	Seminars Workshops E-Learnings	Print/Year ^{**} : 25,536 Online/Year ^{***} : 94,662 Event ^{****} : 298 Gross Reach*: 120,496
<p>^{**} IVW-audited circulation breakdown (average from 3rd quarter 2019 to 2nd quarter 2020)</p>	<p>^{***} Google Analytics Uniquevisits www.mtd.de + www.medizinprodukte-ausschreibungen.de 08/2019-07/2020, 700 recipients of the Tender Newsletter (as at 2020-08-17).</p>	<p>^{****} All seminars, workshops and e-learnings held by MTD-Verlag on its own or in cooperation from 2019-08-01 to 2020-07-31.</p>	<p>* Gross reach: the sum of the individual contacts (^{**} - ^{****}) without regard to multiple exposures.</p>

MTD | Editorial Schedule, Trade Fairs & Deadlines



Issue	Focus	Trade Fairs	Publication Date	Closing Date	Copy Deadline
01/2021	Antidecubitus		2021-01-07	2020-12-01	2020-12-14
02/2021	Compression Therapy		2021-02-01	2021-01-07	2021-01-15
03/2021	Diagnostic Ultrasound	therapie Leipzig, 03-11/13	2021-03-01	2021-02-01	2021-02-15
04/2021	Rollators/Scooters	MedtecLive Nuremberg, 04-20/22	2021-04-01	2021-03-01	2021-03-15
05/2021	Respiratory Care	T4M Stuttgart, 05-04/06 med.Logistica Leipzig, 05-05/06 RETTmobil Fulda, 05-05/07 Rehab Karlsruhe, 05-06/08 IRMA Hamburg, 05-20/22	2021-05-03	2021-04-01	2021-04-14
06/2021	All about Lifters		2021-06-01	2021-05-03	2021-05-14
07/2021	Non-invasive Measurement Systems	Altenpflege Nuremberg, 07-06/08	2021-07-01	2021-06-01	2021-06-14
08/2021	Sectoral Software		2021-08-02	2021-07-01	2021-07-14
09/2021	Tracheostomy/Inhalation	MEDCARE Leipzig, 09-22/23	2021-09-01	2021-08-02	2021-08-16
10/2021	Children's Rehabilitation	REHACARE Düsseldorf, 10-06/09 Orthopädie Schuh Technik Köln, 10-22/23	2021-10-01	2021-09-01	2021-09-14
11/2021	In and around the Operating Theatre	MEDICA Düsseldorf, 11-15/18	2021-11-02	2021-10-01	2021-10-14
12/2021	Incontinence		2021-12-01	2021-11-02	2021-11-15

MTD | Advertisement Formats



210 mm wide
126 mm high

within type area
175 mm wide
270 mm high

within type area
175 mm wide
200 mm high

within type area
175 mm wide
170 mm high

within type area
115 mm wide
270 mm high

within type area
175 mm wide
130 mm high

within type area
85 mm wide
270 mm high

trim size
210 mm wide
297 mm high
incl. bleed
216 mm wide
303 mm high

trim size
210 mm wide
215 mm high
incl. bleed
216 mm wide
221 mm high

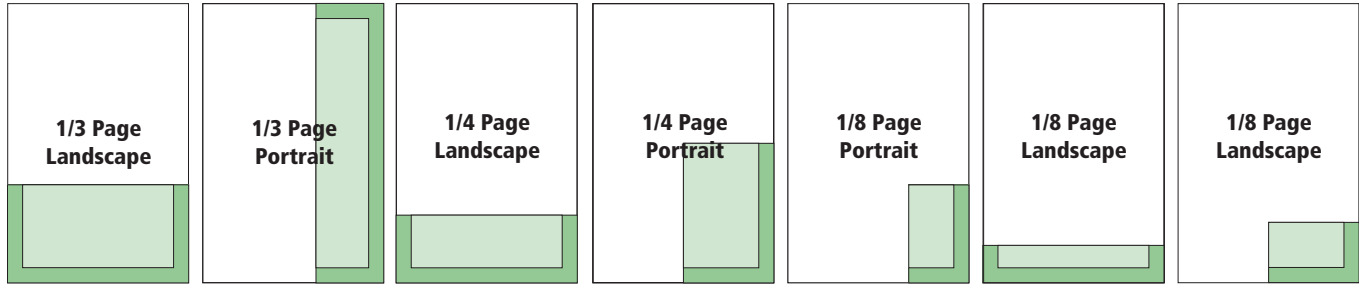
trim size
210 mm wide
185 mm high
incl. bleed
216 mm wide
191 mm high

trim size
130 mm wide
297 mm high
incl. bleed
136 mm wide
303 mm high

trim size
210 mm wide
145 mm high
incl. bleed
216 mm wide
151 mm high

trim size
100 mm wide
297 mm high
incl. bleed
106 mm wide
303 mm high

MTD | Advertisement Formats



1/3 Page Landscape	1/3 Page Portrait	1/4 Page Landscape	1/4 Page Portrait	1/8 Page Portrait	1/8 Page Landscape	1/8 Page Landscape
within type area	within type area	within type area	within type area	within type area	within type area	within type area
175 mm wide 85 mm high	55 mm wide 270 mm high	175 mm wide 60 mm high	85 mm wide 130 mm high	55 mm wide 90 mm high	175 mm wide 30 mm high	85 mm wide 60 mm high
trim size	trim size	trim size	trim size	trim size	trim size	trim size
210 mm wide 100 mm high	70 mm wide 297 mm high	210 mm wide 75 mm high	100 mm wide 145 mm high	70 mm wide 105 mm high	210 mm wide 45 mm high	100 mm wide 75 mm high
incl. bleed	incl. bleed	incl. bleed	incl. bleed	incl. bleed	incl. bleed	incl. bleed
216 mm wide 106 mm high	76 mm wide 303 mm high	216 mm wide 81 mm high	106 mm wide 151 mm high	76 mm wide 111 mm high	216 mm wide 51 mm high	106 mm wide 81 mm high



Advertisements (without fixed position)

	Black/White	+ Colour Surcharge =	4 Colours
full page	2,135.00 EUR	+	1,240.00 EUR = 3,375.00 EUR
3/4 page	1,600.00 EUR	+	1,240.00 EUR = 2,840.00 EUR
2/3 page	1,475.00 EUR	+	965.00 EUR = 2,440.00 EUR
1/2 page	1,080.00 EUR	+	835.00 EUR = 1,915.00 EUR
1/3 page	750.00 EUR	+	630.00 EUR = 1,380.00 EUR
1/4 page	565.00 EUR	+	435.00 EUR = 1,000.00 EUR
1/8 page	284.00 EUR	+	225.00 EUR = 509.00 EUR

Guaranteed position: 20 % surcharge on B/W

Special Position

Cover	2,490.00 EUR	+	1,240.00 EUR = 3,730.00 EUR
Inside front/back & back cover	2,345.00 EUR	+	1,240.00 EUR = 3,585.00 EUR

Surcharge per Colour

1 colour Euroscale	435.00 EUR
1 special colour (HKS, Pantone)	545.00 EUR
Gluing costs (cards, DVD etc.) total circulation	on request

Small Advertisements per mm (B/W)

1 column (55 mm wide)	2.80 EUR
1.5 columns (85 mm wide)	4.15 EUR
2 columns (115 mm wide)	5.45 EUR
3 columns (175 mm wide)	8.00 EUR
Box number	12.15 EUR

Forms of special advertising increase the effect of your advertising message. For you to choose:

Bookmark bound in with fabric tape



Banderole

Special reprint



We are at your service for your media planning:

Horst Bayer
Phone ++49 (0) 7520 958-30
E-mail: hbayer@mtd.de

Ursula Saurwein
Phone ++49 (0) 7520 958-21
E-mail: saurwein@mtd.de

Gatefold



MTD | Rates – Printing Data/Requirements

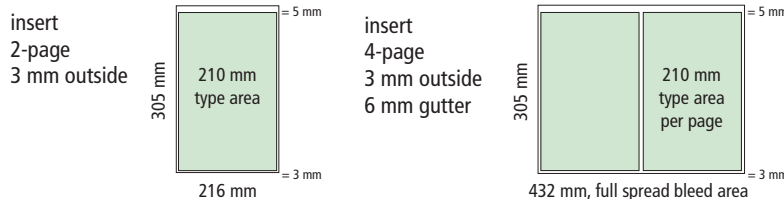


Inserts/loose & bound-in

Bound-in 2-page	1,920.00 EUR
Bound-in 4-page	2,865.00 EUR
Co-op inserts (booked jointly by several advertisers)	per page 1,920.00 EUR
Loose inserts up to 25 g	1,930.00 EUR
Loose inserts up to 50 g	2,055.00 EUR
Loose inserts more than 50 g	rates on request

Format for loose inserts: maximum size 293 × 205 mm

Mechanical Requirements



Discounts (bookings within 12 months)

by volume:	2/1 pages	5 %	by frequency:	3 ads	5 %
	3/1 pages	7 %		6 ads	12 %
	6/1 pages	12 %		12 ads	18 %
	12/1 pages	18 %			
Agency Commission		15 %			

No discount given on colour surcharges, situations vacant, inserts (bound-in & loose), gluing costs.

Printing Data – Requirements

Advertising Materials

digital files

Inserts/loose & bound-in

– direct delivery to printer's

Inserts must be submitted untrimmed (4-page folded) and delivered to the printer's by the indicated due date with journal name and intended issue.

Delivery Address

C. Maurer GmbH & Co. KG, Schubartstr. 21,
D-73312 Geislingen/Steige, Germany
Two samples to be sent in advance to MTD-Verlag.

Data Transfer/Requirements

- press-optimized PDF X-3/PDF X-4
- colour profiles ISO Coated V2 or ISO Coated V2 300
- resolution 300 dpi in the original size
- all fonts embedded or converted into paths
- Make sure not to place relevant text and image components too near the trim lines.
- File names should include name of customer, ad size and journal name.
- per mail to: saurwein@mtd.de

All rates are subject to VAT.



MTD | Advertorials | Print + Online

Added Value Advertising

Online Advertorials are an effective instrument of content marketing and boost your market visibility. We provide a wide reach to your target audience.

Print

Advertorial 1/1 page text: 5,600 characters (spaces incl.) image 55 x 70 mm, 300 dpi	3,375.00 EUR
Advertorial 1/2 page text: 2,800 characters (spaces incl.) image 55 x 70 mm, 300 dpi	1,915.00 EUR

Online

AdVert09 text: 800 characters (spaces incl.) + 2 images	790.00 EUR
AdVert18 text: 1,800 characters (spaces incl.) + 4 images + 1 video	1,525.00 EUR
AdVert36 text: 3,600 characters (spaces incl.) + 10 images + 2 videos	2,690.00 EUR

Discounts (bookings within 12 months):

3 ads:	5 %
6 ads:	12 %
12 ads:	18 %



Cross-media

Package 1	Advertorial 1/1 text: 5,600 characters (spaces incl.) image 55 × 70 mm, 300 dpi 3,375.00 EUR	AdVert18 1,800 characters (spaces incl.) 4 images, 1 video 1,525.00 EUR	Website advertorial 4 weeks visibility	Newsletter 2 teasers	Social Media 2 posts	4,900.00 EUR 4,410.00 EUR
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Package 2	Advertorial 1/2 text: 2,800 characters (spaces incl.) image 55 × 70 mm, 300 dpi 1,915.00 EUR	AdVert18 1,800 characters (spaces incl.) 4 images, 1 video 1,525.00 EUR	Website advertorial 4 weeks visibility	Newsletter 2 teasers	Social Media 2 posts	3,440.00 EUR 3,100.00 EUR
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Discounts (bookings within 12 months):

3 ads:	5 %
6 ads:	12 %
12 ads:	18 %



www.mtd.de

Profile

The MTD-Verlag web portal www.mtd.de provides up-to-date and background information for economic success in the medical devices market. There is information about the healthcare system and the relevant job market.

Target Groups

www.mtd.de targets professionals in the field of medical equipment, services and devices, wholesale & retail, manufacturers & service providers, hospital group purchasing organizations, health insurance companies and health policy.

www.medizinprodukte-ausschreibungen.de

Profile

The MTD-Verlag tenders portal www.medizinprodukte-ausschreibungen.de provides daily updated information about intended contracts and calls for tender of health insurance companies and hospitals. A tender newsletter informs users whenever new content has been published on the portal.

Target Groups

www.medizinprodukte-ausschreibungen.de targets professionals in the field of medical devices – industry, retail, service providers.

Contact Online Advertising

Horst Bayer	h.bayer@mtd.de	Phone ++49 (0) 7520 958-30
Ursula Saurwein	saurwein@mtd.de	Phone ++49 (0) 7520 958-21

Contact Editorial Staff

Wolf-Dieter Seitz	seitz@mtd.de (Editor-in-chief)	Phone ++49 (0) 7520 958-23
Carolin Steppat	steppat@mtd.de	Phone ++49 (0) 7520 958-25
Rainer Straub	straub@mtd.de	Phone ++49 (0) 7520 958-28

Technical Requirements

www.mtd.de · www.medizinprodukte-ausschreibungen.de

File Formats

- GIF, JPEG, others on request
- max. 100 KB

Data Transfer

- Data to be submitted at least 4 workdays in advance in order to have enough time to test the formats and ensure a correct display of the campaign. We are not liable for delay due to belated delivery.
- Please include the following information: name of customer, campaign name, motif name (optional), alt. text (optional), click URL, booking period, booked site, ad format, contact for queries.
- To: saurwein@mtd.de

MTD | Online Formats



Video Ad

The video will be embedded in the landing page and in editorial content. On scrolling the video will be in view and start playing automatically. The video plays without sound.

Format: YouTube link

Placement on landing page: below 2nd article

Placement in editorial content: after 2nd paragraph

Advantages

Online audiences prefer videos because they are entertaining and easy to consume. The combination of visual and audio elements makes it easy to explain complex concepts in a short time. The advantages and functions of products and services can be easily communicated with the help of spots, explainer videos or tutorials. Videos may, however, also contribute to more transparency and clarity in situations with difficult communication.















Rates/run-time

1,980.00 EUR / 4 weeks



MTD | Online Formats






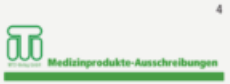

Types of Advertising	Desktop & Tablet		Mobile		Rates per month EUR
	Placement	Size in pixel (W × H)	Placement	Size in pixel (W × H)	
Leaderboard (Superbanner)		728 × 90		300 × 75	870.00
Skyscraper Expandable Skyscraper		160 × 600 60 × 600		300 × 50	620.00 850.00
Medium Rectangle		300 × 250		300 × 250	1,445.00
Wallpaper		728 × 90 and 160 × 600		300 × 75	1,945.00
Billboard		1,280 × 240		300 × 75	1,950.00
Halfpage Ad		300 × 600		300 × 600	2,250.00
Full Banner		468 × 60		300 × 75	470.00

1 whole website/rotation (max. 3 customers) · 2 whole website, right part of page/rotation (max. 3 customers) · 3 landing page/rotation (max. 3 customers)



MTD | Online Formats

Types of Advertising	Desktop & Tablet		Rates per month EUR
	Placement	Size in pixel (W × H)	
Half Banner	 1	234 × 60	360.00
XL Banner	 1	308 × 135	495.00
Standard Banner	 1	308 × 75	390.00

Types of Advertising	Desktop & Tablet		Rates per Placement EUR
		Size in pixel (W × H)	
Banner Tender Newsletter	 4	900 × 200	680.00
Banner MTD-Instant	 5	600 × 175	720.00

- 1 whole website/rotation (max. 3 customers)
- 4 within contents (max. 3 customers) placement after booking
- 5 within newsletter introduction (max. 3 customers) placement after booking



MTD Terms and Conditions

(Excerpt – for details see www.mtd.de)

1. The term *advertising order* as used herein refers to the agreement to publish one or more than one advertisement, bound-in or loose insert or a digital advertising placement of an Advertiser.
2. Advertising orders are to be executed within one year of contract conclusion. Collective advertisements, inserts (loose and bound-in) and digital advertising placements are charged according to basic rates.
3. Discounts as described in the current rate card are only valid within one year of publication of the first advertisement.
4. The Advertiser is entitled within the period agreed upon to release additional advertisements/digital placements in excess of the number covered by the contract.
5. If an order is not carried out for reasons beyond the Publisher's control, the Advertiser will be – irrespective of further legal obligations – short-rated and billed for the difference. There is no re-billing if publication was impossible because of force majeure.
6. Orders may be cancelled until the respective closing date.
7. Should advertising rates (print or digital) change, new rates come into effect at once unless otherwise agreed on by Advertiser and Publisher.
8. Position of advertisements (print or digital), loose or bound-in inserts is not guaranteed unless preferred position is purchased.
9. Advertisements (print or digital) which are not identifiable as such are clearly labeled "advertisement" by the Publisher.
10. The Publisher checks advertisements carefully before acceptance, but is not liable if misled by the Advertiser. The Advertiser assumes liability for all content of the advertisement, loose and bound-in inserts or digital placements.
11. The Publisher reserves the right to reject any advertisement due to content, origin or material, if the content violates law or official directives or if publication is unacceptable to the Publisher.
12. Insert orders will only be binding after submission of a sample. The Publisher does not accept any inserts which give the impression of being part of the journal. Inserts containing advertising material of further advertisers will not be accepted.
13. Proofs will only be submitted on request. The Advertiser is responsible for the accuracy of the proofs returned to the Publisher. If proof is not returned within the time set forth, the advertisement is regarded as valid for printing.

14. The Advertiser is responsible for the delivery of the advertisement and faultless printing or digital materials or inserts within the specified deadline. Press-accurate colour proof must be supplied for 4-c ads. If printing material does not meet the requirements, the Publisher will contact the Advertiser for re-submitting the file. The Publisher will only guarantee faultless printing of the advertisement when electronically delivered printing material meets the requirements as stated in the information sheet on *Electronically transmitted Printing Material*. The Publisher does not assume liability for telephone instructions and errors due to unclear writing. The Publisher does not assume liability for errors in printing materials detected only in print. This applies also to faulty repeat advertisements if the Advertiser does not report any error before going to press again.

15. All reasonable efforts shall be made to obtain the best possible reproduction of the advertisement – print and digital. The Advertiser is entitled to reduction in payment or a replacement advertisement if the advertisement is wholly or partly illegible, incorrect or incomplete – but only if the intended message is impaired. Further liability of the Publisher is excluded. Claims must be made in writing within 4 weeks from receipt of invoice and voucher – unless defects are not obvious.

16. Printing materials shall only be returned to the Advertiser on special request. They will be retained on file for 3 months after issue date, unless otherwise agreed upon.

17. Proof that the insertion order was fulfilled shall be supplied with invoice upon request – depending on manner and volume of the order, one copy of each page or part of the page containing an advertisement or a maximum of two copies of the issue in question.

18. The Advertiser will be charged for any pre-press work, any creating of digital advertisements and any changes that are in the Advertiser's responsibility or desired by the Advertiser.

19. A decrease in circulation does only affect the contract if actual circulation drops by more than 20 %. Further claims are excluded, if the Advertiser has been informed about the decrease in circulation early enough to withdraw from the contract before the insertion.

20. The Publisher will store and pass on replies to box number advertisements with due care. Registered and express answers to box number advertisements will only be passed on through standard post. The Publisher reserves the right to open responses received to exclude abuse. The Publisher is not bound to forward business recommendations and offers to act as agents.

21. Net payment is due within 30 days of the invoice date. The Publisher allows a 2 % discount for payment within 8 days of the invoice date and a 3 % discount for direct debit authorisation. In the event of delay in payment, the Publisher may charge interest on the overdue amount at a minimum of 2 % above Deutsche Bank base rate. The Publisher reserves the right to claim further default damage upon proof. The Advertiser may prove that no damage or minor damage was incurred. If payments are in arrears, the Publisher may suspend insertion of advertisements and require pre-payment for further bookings. Agencies are not allowed to pass on agency commissions to their clients.

22. German law applies. Place of fulfillment and jurisdiction is Geislingen/Steige.

