

# Mediapack 2021



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Informationsgemeinschaft zur  
Feststellung der Verbreitung von  
Werbeträgern e.V.

### ■ Social Networks

LinkedIn

twitter

XING

facebook

### Content

Efficiency Portal  
Healthcare-Computing.de

Team

Lead generation

Whitepaper

Live-Webast

Classic Online Advertising

Newsletter-Advertising

Social-Media-Promotion

Online-Advertorial

Provider's profile

Technical Specifications



## Healthcare Computing

Healthcare Computing focuses entirely on digitalization in healthcare and informs IT decision-makers in clinics and doctor's surgeries, in politics and research comprehensively about all relevant professional developments with regards to digitalization. The portal provides a reliable overview of current technologies, initiatives, trends and guidelines.

In addition, Healthcare Computing informs about new products, delivers tried-and-tested solutions and contains relevant suggestions for IT procurement. Healthcare Computing is therefore the first choice of information when it comes to procuring IT products and solutions and to be up-to-date with the latest.

## Topics

- Digital Health
- Hospital
- Data protection
- Politics
- Doctor's surgery
- Szene
- Research
- Apps
- Media center

## Ihre Ansprechpartner

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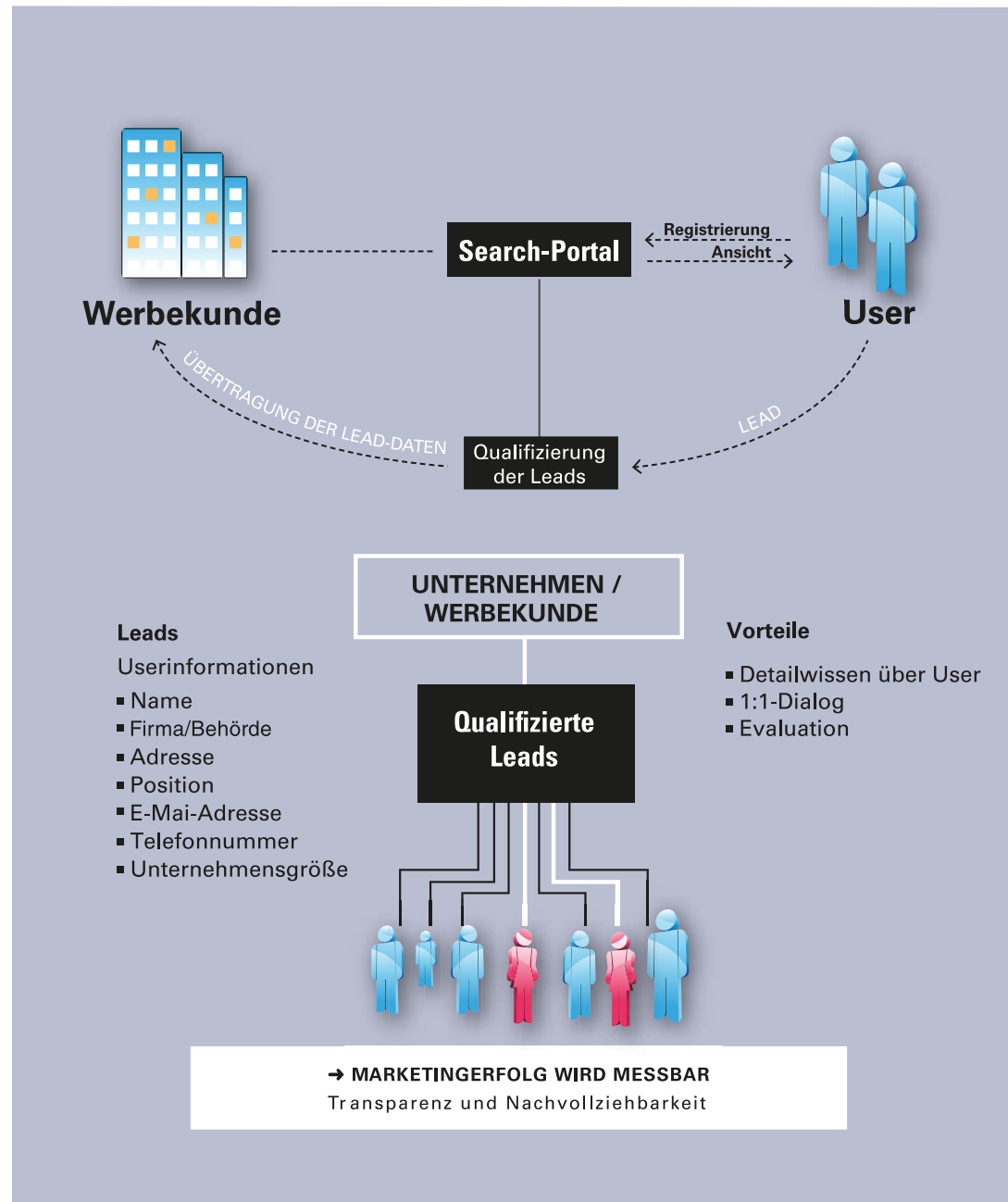


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## Lead-Generation

An Healthcare-Computing.de information is transformed into relevant special interest knowledge. Every portal is a turning point where IT business partners meet.

### Hier zählt nur der relevante Content

The Business Efficiency Portal is an open information platform on the internet, focusing on topics in the public sector. In a highly qualified editorial environment, you present your know how, your business activities and marketing messages. Healthcare users find worthy information for their professional demands: precise, fast, structured.

### Qualified lead generation

To call off this valuable information (e.g. whitepapers & webcasts) the users registration is mandatory. That's how you are able to follow up who exactly gets access to your provided information.

Thus you receive valuable knowledge about the reader and start into a direct dialogue afterwards.



## Whitepaper

You will reach a high success rate, if your potential customer perceives you as a future orientated and technically competent supplier of solutions.

### Whitepaper Premium-Package

- 3 months hosting
- Teasertext and assignment to 5 keywords
- Promotionbox on starter page
- Highlighted announcement in the newsletters
- Listing in the whitepaper database
- Support of lead generation via banner advertisement on website
- Reporting (generated leads inclusive)

**Rate 5.900,—**

All rates are quoted in € excl. VAT



## Live-Webcast

With Healthcare live-webcast you reach the decision-makers directly and live on their workplace and place your topic exclusively via the successfully established interactive communications platform of Healthcare-Computing.de. You contact your target group directly via internet and thus generate high attraction on your information within an interested auditorium.

### Live-Webcast

- Duration of conference: approx. 1 hour + 15 min. soundcheck
- Introduction to theme
- Possibility of a live demo/video

### Administration & Services

- Introduction of your specialized speaker
- Integration of a survey in your presentation incl. reporting
- Recording and supply as on demand webcast on Healthcare-Computing.de
- Reporting participants

### Promotion

- Announcement banner on Healthcare-Computing.de and editorial newsletter
- E-mail invitation to registered users and newsletter recipients
- Reminder email approx. 15 min. before the conference starts
- Announcement on all social media channel

### Rate 6.900,–

All rates are quoted in € excl. VAT

### Self-use license 1.000,–

### Webast Double-Feature 3.600,– per partner

- Two partners
- Duration of conference: 2 x 45 min. + 15 min. soundcheck

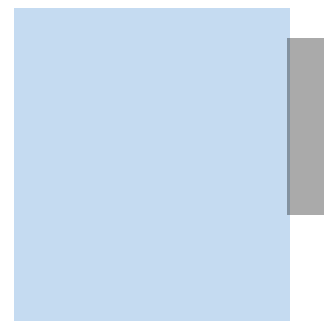
## Classic Online Advertisement – Formats

Media formats: html5, jpg, png,  
Rich Media. Max. 100 KB.

**Exclusive placements and  
special formats on request!**

All rates are quoted in € excl. VAT

\* Placement acc. to TKP are weekly fixed assigned



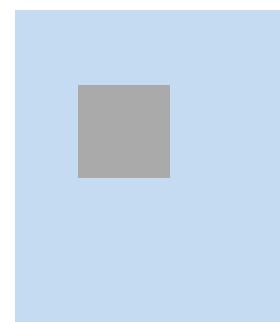
**Skyscraper**  
**130,- (TKP\*)**  
(160 x 600 px)



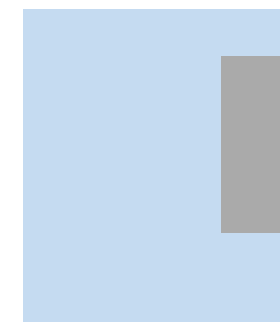
**Leaderboard**  
**125,- (TKP\*)**  
(728 x 90 px)



**Billboard Ad**  
**220,- (TKP\*)**  
(960 x 250 px)



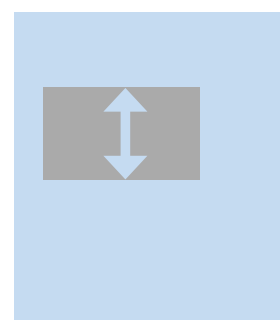
**Content Ad**  
**155,- (TKP\*)**  
(300 x 250 px)



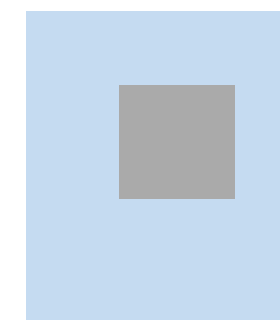
**Half Page Ad**  
**195,- (TKP\*)**  
(300 x 600 px)



**Wallpaper**  
**220,- (TKP\*)**  
above (728 x 90 px)  
right (160 x 600 px)



**Scroll Ad**  
**250,- (TKP\*)**  
(960 x 600 px)  
max. 80 KB  
(colours in  
Hexacode)



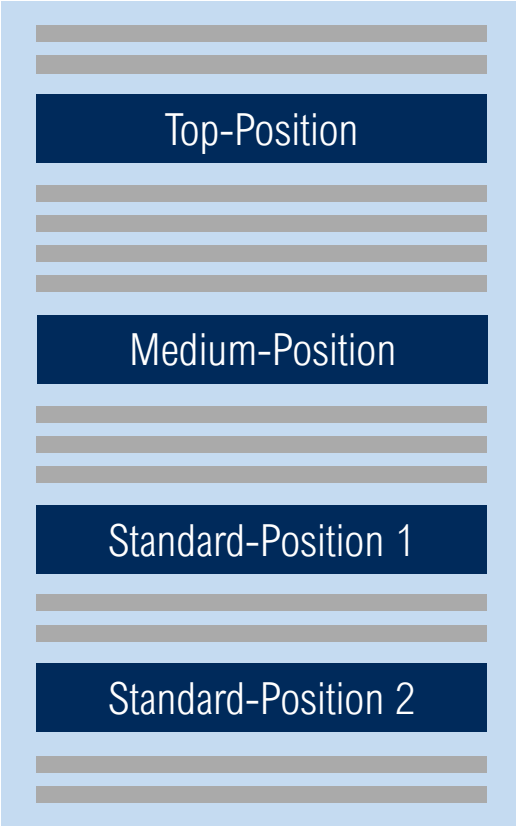
**Video Ad XL**  
**300,- (TKP\*)**  
width 560 px  
700 kbit/sec for video 128  
kbit/sec for audio  
mpg,wmv, avi



# Healthcare Computing Update

Weekly newsletter with the latest news, tips and advice.

Placements in weekly newsletter  
(max. 6)



## Specifications:

- Billboard ad (630 x 250 px)
- XL-Banner (630 x 140 px)
- Text Ad  
Headline 40 characters,  
Text 300 characters  
+ logo / picture 300 x 300 px
- Max. file size: 100 KB
- Media formats: gif, jpg, png (non animated)

| XL-Banner & Text-Ad     | 1 week  |
|-------------------------|---------|
| Top-Position            | 1.200,— |
| Medium-Position         | 900,—   |
| Standard-Position 1 & 2 | 700,—   |

| Billboard-Ad            | 1 week  |
|-------------------------|---------|
| Top-Position            | 1.400,— |
| Medium-Position         | 1.000,— |
| Standard-Position 1 & 2 | 850,—   |

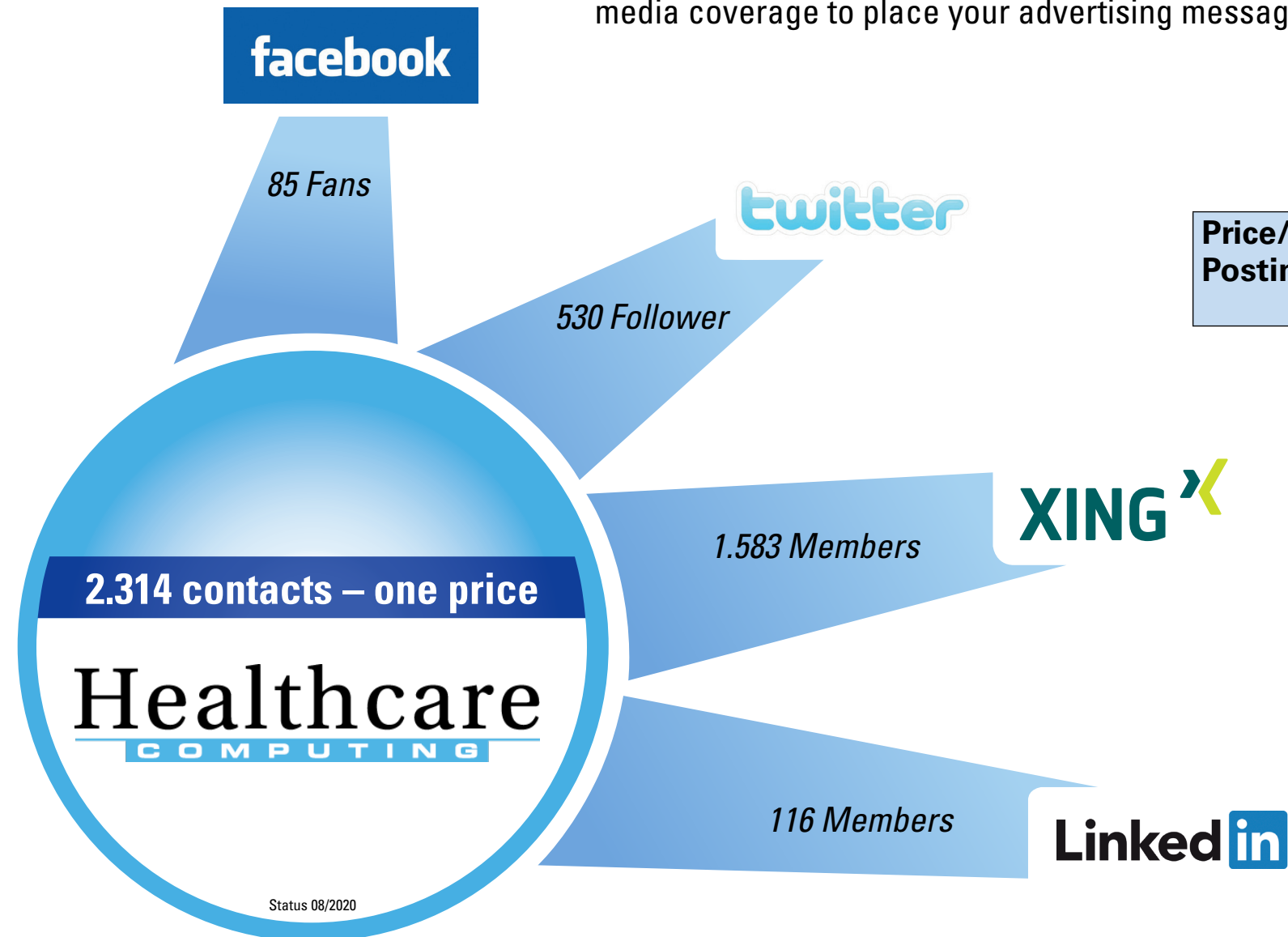
All rates per weekly delivery are quoted in €, excl. VAT



## Social-Media-Promotion

You wish to communicate brand new topics by addressing your target group directly via modern channels?

Hence, our social media posting is the right offer for you! Make use of our social media coverage to place your advertising message specifically.



**Price/Social Media Posting**

**280,– €**  
equivalent to approx.  
12 ct/contact

The screenshot shows the Healthcare Computing website interface. At the top, there's a navigation bar with 'MENÜ', a search icon, and 'SUCHE'. Below the main header, a category bar lists: DIGITAL HEALTH, HEALTHCARE POLITICS, MEDICAL RESEARCH, HOSPITAL, DOCTOR'S OFFICE, METEERING, and SZENE. The main content area features an article titled 'Vernetzte Krankenhäuser monitoren' (Networked hospitals monitor) dated 26.03.18, categorized under 'Digitalisierung im Gesundheitssektor' (Digitalization in the healthcare sector). The article includes a diagram showing various medical systems (DICOM, PACS, LIS, etc.) connected to a central monitoring hub. The text discusses the challenges of integrating different hospital systems and the need for a central monitoring solution. It mentions the PRTG Network Monitor by Paessler as a solution. On the right side of the article, there's a sidebar with social media sharing options (Twitter, Facebook, LinkedIn, etc.) and a 'Drucken' (Print) button. At the bottom, there's a section for 'Weitere Informationen' (Further information) mentioning a trade fair and a test version of the PRTG software.

**Healthcare**  
COMPUTING

DIGITAL HEALTH HEALTHCARE POLITICS MEDICAL RESEARCH HOSPITAL DOCTOR'S OFFICE METEERING SZENE

Digitalisierung im Gesundheitssektor [SPONSOR]

## Vernetzte Krankenhäuser monitoren

26.03.18

**Mit der Digitalisierung nimmt die Vernetzung elektronischer Geräte auch im Gesundheitssektor rasant zu.**

Mit dem Einzug der Digitalisierung ändert sich auch die Erwartungshaltung von Ärzten hinsichtlich des umfassenden Zugriffs auf Patientendaten. Ziel ist es, dem Arzt zur Untersuchung alle notwendigen Daten und Informationen eines Patienten zur Verfügung zu stellen – beginnend mit den persönlichen Daten des Patienten über die Patientenhistorie, Röntgenbilder oder der Laborwerte.

Bisher sind die unterschiedlichen Systeme im Krankenhaus größtenteils Inselösungen. Systeme wie die bildgebenden Geräte, Bildarchivierungssysteme, Kommunikations- und Informationssysteme liegen in der Hand einzelner Fachabteilungen.

Um die Verfügbarkeit dieser Systeme sicherzustellen, ist ein umfassendes Monitoring sowohl der IT als auch der medizinischen Geräte notwendig. Dies stellt für die Anbieter von Monitoring-Lösungen eine besondere Herausforderung dar, da ein wesentlicher Teil der Kommunikation zwischen medizinischen Geräten nicht mittels herkömmlicher Netzwerkprotokolle stattfindet. Während in typischen IT-Netzwerken die Kommunikation über Protokolle wie SNMP oder WMI stattfindet, werden Informationen von medizinischen Geräten in Krankenhäusern vorwiegend über DICOM bzw. HL7 ausgetauscht.

Über den zentralen Kommunikationsserver lassen sich die verschiedenen Systemzustände der angeschlossenen Geräte abfragen. So bereitet er beispielsweise die Daten von Radiologie-Informationssystemen (RIS), Krankenhaus-Informationssysteme (KIS), Labor-Informationssysteme (LIMS) und der Bilddatenarchivierungs- und Kommunikationssysteme (PACS) auf und stellt die Daten zur Verfügung. Über diesen Kommunikationsweg lassen sich auch die verschiedenen Systemzustände der angeschlossenen Geräte abfragen. Damit wird ein proaktives Monitoring durch ein zentrales System überhaupt erst möglich.

Die Monitoring Software PRTG Network Monitor von Paessler unterstützt bereits die Protokolle DICOM und HL7, Kommunikationsserver lassen sich mittels Rest API anbinden. Damit ist PRTG in der Lage, nahezu jegliche kommunikationsfähige Krankenhaus-Infrastruktur zu überwachen.

**Weitere Informationen**

Besuchen Sie Paessler auf der conhIT vom 17.-19. April am Stand C-115.

Die kostenlose Testversion von PRTG gibt es hier: [www.paessler.de/prtg](http://www.paessler.de/prtg).

BEREITGESTELLT VON  
< Paessler AG

share me  
share me  
tweet me  
share me  
PDF  
Weiterempfehlen  
Drucken

## Online-Advertorial

Running time one month. High coverage of your message via editorial placement.

### Your benefit

- Greatest possible acceptance because of editorial look & feel
- Increased attention via relevant and informative content
- Content quality assurance with expert advice
- Cross media contents possible

### Marketing-Package

- Presentation of your advertorial in „Latest articles“ on the homepage
- Naming of your advertorial in one newsletter dispatch
- Text ad banner in the newsletter for one delivery
- Banner package
- Social media

**Rate 3.900,-**

All rates are quoted in € excl. VAT



## Provider's profile

### More range of coverage for your news:

You want to ...

... feature your **events**?

... continue to scatter your **press releases** and target to **IT professionals**?

... reinforce your **social media activity**?

... show continuous **presence** on our **homepage** and in editorial articles?...

... all this with **little time effort**?

**Rate/year 2.000,-**

All rates are quoted in € excl. VAT

**Action in provider's profile  
exposes teaser on homepage!**



## Technical Specifications for Online Advertising

### Data formats

HTML 5, GIF, JPG, Rich Media

### Data size

Please take the stated data sizes (100 KB) into account.

### Link for the Landing Page

Has to be named for every banner.

### Redirect-/ Third-Party Advertising

Adserver is possible (customer's responsibility)

### Animated Banner

Please send an additional GIF file.

Use the following Click Tag:

```
on (release)
{
  getURL(_level0.clickTag, „_blank“);
}
```

### Alternative Text

You do have the possibility to integrate text on mouse over action into the banner through the alternative text. Please state the text you want to include, additionally.

### Text Ads

Please send text ads for newsletters and websites by e-mail three days before publication to your account manager. Please tell us the link address, the period for the circuit, the pre-arranged placements as well as your contact person.

### Animated banners for newsletter

Please note that Outlook from version 2007 on, only displays the first frame of animated GIF banners so that animations are no longer displayed.

### Data Delivery

#### Per E-Mail:

At least three days before the start of the campaign to your account manager or to [banner@vogel.de](mailto:banner@vogel.de).

With reference to:

AB 1234 / eGOV / BN (Banner on website) or BNL (Banner in newsletter) / customer

#### Via the Vogel-Customer center:

Here you can – in real time - upload and administer your data yourself and control the success of your campaigns.

<https://customer.vogel.de>

You will receive your personal password as soon as your order has come in. For further questions, please contact your account manager.



# MEHR ERFOLG FÜR IHR B2B-MARKETING



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