Mediapack 2024

Offizielles Online-Verzeichnis zu Klinik-Qualität soll kommen
Vogel IT-Medien GmbH, Augsburg is a wholly-owned subsidary of Vogel Communications Group, Würzburg. Since 1991 the publisher releases business media for decision-makers who are in charge of production, procurement or application of information technology. In addition to print & online media the publisher also offers a wide-ranging portfolio of events. The most important publisher’s offers are IT-BUSINESS, eGovernment, Healthcare Digital, BigData-Insider.de, CloudComputing-Insider.de, DataCenter-Insider.de, Dev-Insider.de, IP-Insider.de, Security-Insider.de and Storage-Insider.de.

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Memberships
Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.

Social Networks

LinkedIn
Twitter
XING
Facebook
Healthcare Digital

Healthcare Digital 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 Digital informs about new products, delivers tried-and-tested solutions and contains relevant suggestions for IT procurement. Healthcare Digital 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
- Politics
- Research
- Hospital
- Doctor’s surgery
- Care
- Apps
- Data protection
- Scene/Dates
- Pharma/Pharmacy
- Statutory & private health insurance
- Glossary
- Media library
- Specials
- Akademy

www.Healthcare-Digital.de
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Lead-Generation

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

Here only the relevant content counts

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
- Teaser text 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 6.900,–**

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-Digital.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 7.900,–
All rates are quoted in € excl. VAT

Self-use license 1.000,–
Webast Double-Feature 4.600,– 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

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

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

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

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

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

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

Scroll Ad
250,- (TKP*)
800 x 500 px)
max. 80 KB
(colours in Hexacode)
Healthcare Digital Update

Our newsletter, two-times a week with the latest news, tipps and advice.

Placements in 2x weekly newsletter (max. 6)

- Top-Position
- Medium-Position
- Standard-Position 1
- Standard-Position 2

Spezifikationen:

- Billboard Ad: 630 x 250 px
- XL-Banner: 630 x 140 px
- Text Ad
  - Kicker: 40 characters
  - Headline: 60 characters
  - Text: 200 characters
  - Link: 60 characters
  - + logo / picture: 300 x 169 px

- Max. file size: 49 KB
- Media formats: gif, jpg, png (non animated)

<table>
<thead>
<tr>
<th>Placement Type</th>
<th>Duration</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Billboard Ad</td>
<td>1 week</td>
<td>1.600,–</td>
</tr>
<tr>
<td>XL-Banner</td>
<td>1 week</td>
<td>1.300,–</td>
</tr>
<tr>
<td>Text-Ad</td>
<td>1 week</td>
<td>1.050,–</td>
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<tr>
<td>Top-Position</td>
<td></td>
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<tr>
<td>Medium-Position</td>
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<tr>
<td>Standard-1</td>
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<tr>
<td>Standard-2</td>
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<tr>
<td>Standard-1 &amp; 2</td>
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All rates per weekly delivery are quoted in €, excl. VAT.
The HEALTHCARE DIGITAL podcast offers you the opportunity to present your company to healthcare decision-makers in an innovative and attractive way. We either stream a conversation with your employee live on our social media channels and then publish it after the regular audio podcast or integrate the conversation into it. Thus you’ll attract a high level of attention from the specialist audience and generate interest in your company and your topic.

**Podcast benefits**
- Production of a live interview with one or two contacts from your company
- Streaming and hosting of the interview on the social media platforms of Healthcare Digital
  - Linkedin: 1.255 members
  - X: 1.119 followers
  - Facebook: 200 fans
  - Youtube
- Publication of the audio-optimized recording on all common podcast platforms
- Promotion of the live interview and the podcast recording with a four-week media package consisting of:
  - banners on the healthcare-digital.de website
  - Social media posts on healthcare-digital.de website
  - Announcement in the healthcare newsletter

<table>
<thead>
<tr>
<th></th>
<th>Podcast</th>
<th>Jingle</th>
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<tr>
<td><strong>4.900,–</strong></td>
<td><strong>500,–</strong></td>
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</tbody>
</table>

All rates 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.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Members/Follower</th>
<th>Price/Social Media Posting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>200 Fans</td>
<td>580,– €</td>
</tr>
<tr>
<td>XING</td>
<td>1.119 Follower</td>
<td>equivalent to approx. 12 ct/contact</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>1.355 Members</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.159 Members</td>
<td></td>
</tr>
</tbody>
</table>

4.833 Kontakte – ein Preis

All rates are quoted in € excl. VAT

Stand 10/2023
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 „The most important news of Healthcare Digital“
- Naming of your advertorial in one newsletter dispatch
- Text ad banner in the newsletter for one delivery
- Banner package
- Social media

Rate 4.900,–

All rates are quoted in € excl. VAT
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

Provider’s profile

Action in provider's profile exposes teaser on homepage!
Talking about digital health data usage or the future hospital law, the flood of legal framework conditions comes with many new regulatory requirements for the **transformation of the healthcare system**. And it also entails with technologies such as the **electronic patient file**, the e-prescription or the **health portal**.

But often there are still fundamental questions that need to be answered on the way to a digital and **patient-friendly hospital**: How can existing structures be broken down? Which standards are required for all IT systems to **work together smoothly**? **IT security** also needs to be taken into account, as sensitive data is increasingly becoming a target for hackers.

In order to overcome these challenges and implement suitable solutions, **close coordination** and collaboration between **doctors, nursing** and IT is required. The third **eHealth Summit 2024** therefore offers personally invited decision-makers and those responsible for hospital IT a platform to discuss and shape eHealth strategies in keynotes, best practices and interactive panel discussions.

**Date:** 19-20 November 2024, Steigenberger Grandhotel, Petersberg | Bonn

**Target group:** 25-30 personally invited CXOs, IT decision-makers and managers from
- (University) clinics, community hospitals and clinic associations
- private and public healthcare companies and institutions
- Healthcare organizations and corporations
- IT service providers from the health sector

**Partnership benefits**
- Selection and booking of top-class keynote speakers
- Agenda design in coordination with the sponsors and participants
- Personal invitation of participants
- Telephone coordination with all speakers and partners
- Check-in and support of the participants on site, coordination of the process
- All-round catering for summit participants and partners

**Your presence**
- Logo presence in all campaigns and print materials around the summit
- Strong involvement of your representatives in the event
- Detailed editorial support before, during and after the summit meeting by Healthcare Digital
- Upon request: Arrangement of one-on-one meetings with selected participants on site

<table>
<thead>
<tr>
<th></th>
<th>SINGLE</th>
<th>DOUBLE</th>
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<tbody>
<tr>
<td></td>
<td>€ 19.500</td>
<td>€ 26.500</td>
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<tr>
<td>One representative of your company on site</td>
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<td></td>
</tr>
<tr>
<td>Two representative of your company on site</td>
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<td></td>
</tr>
</tbody>
</table>

All rates are quoted in € excl. VAT
Technical Specifications for Online Advertising

General technical information for banners

**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)

**Animierte Banner**
Please send an additional GIF file.
Use the following Click Tag:

```javascript
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.
With reference to:
AB 1234 / HD / 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](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