

# Mediapack 2026



### ■ Publishing House

Max-Josef-Metzger-Str. 21  
D-86157 Augsburg  
Tel. 0821 2177-0  
www.vogel.de  
USt-ID DE127502716

### ■ Managing Director

Tobias Teske, Günter Schürger

### ■ Bank Details

Commerzbank Würzburg  
BIN 790 800 52  
A/C No. 309 771 700  
IBAN: DE37 7908 0052 0309 7717 00

### ■ Telephone numbers & contact persons

#### Account Management

Harald Czeltnai (Co-Publisher) - 212  
E-Mail harald.czeltnai@vogel.de

Sandra Schüller - 182  
E-Mail sandra.schueller@vogel.de

Heike Kubitzka - 213  
E-Mail heike.kubitzka@vogel.de

#### Editorial Team

Susanne Ehneß (Division manager) - 180  
E-Mail susanne.ehness@vogel.de

Stephan Augsten - 145  
E-Mail stephan.augsten@vogel.de

Nicola Hauptmann - 260  
E-Mail nicola.hauptmann@vogel.de

Johannes Kapfer - 181  
E-Mail johannes.kapfer@vogel.de

Serina Sonsalla - 184  
E-Mail serina.sonsalla@vogel.de

#### Marketing

Ursula Gebauer (Campaign manager) - 217  
Julia Föst (Campaign manager) - 113  
E-Mail marketing.public@vogel.de

#### Disposition

Mihaela Mikolic - 204  
E-Mail dispo.vit@vogel.de

### ■ Memberships

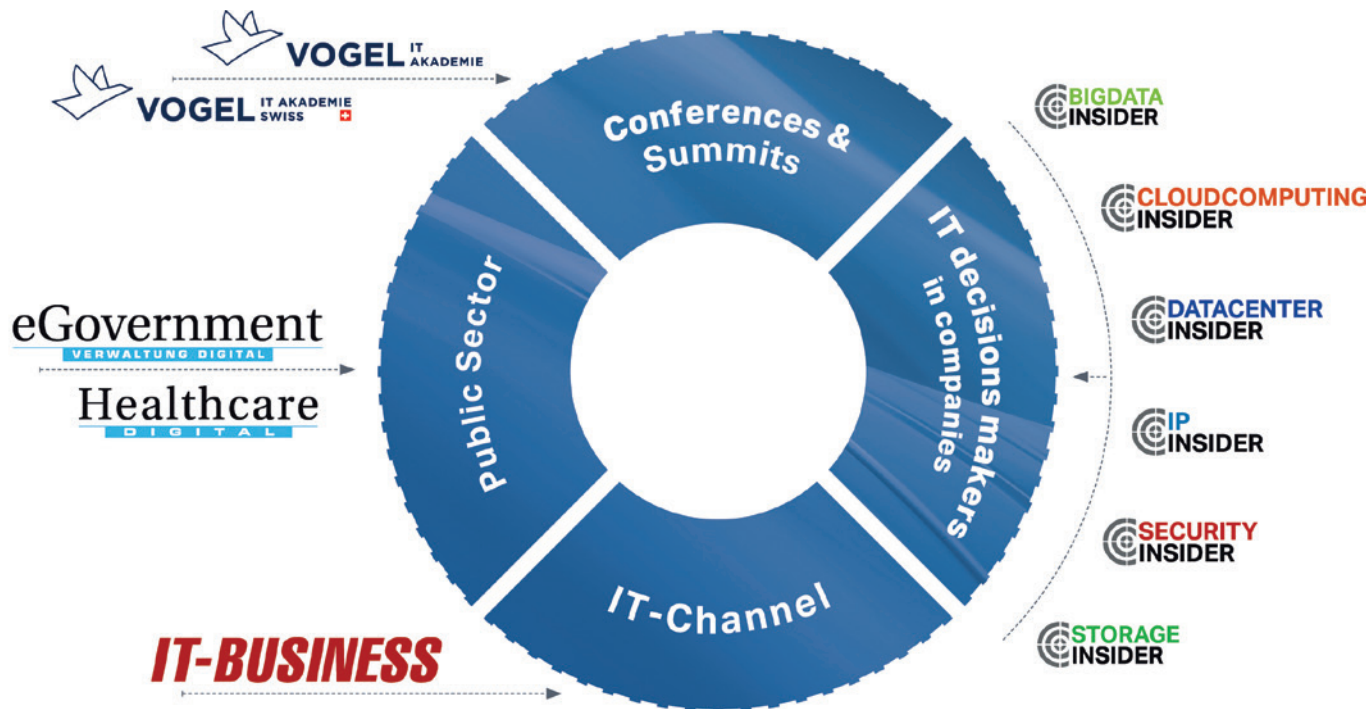


Informationsgemeinschaft zur Feststellung  
der Verbreitung von Werbeträgern e.V.

### ■ Social Networks



The Vogel it-medias



## 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 re-

liable 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

## Content

Efficiency Portal  
Healthcare-Digital.de

Team

Lead generation

Whitepaper

Live-Webcast

Classic Online Advertising

Newsletter-Advertising

Stand-Alone-Mailing

Podcast

Social-Media-Promotion

Online-Advertorial

Provider's profile

Technical Specifications

## Your contact

### Editorial team



Susanne Ehness,  
Division manager  
susanne.ehness@  
vogel.de



Stephan Augsten,  
Division manager  
stephan.augsten@  
vogel.de



Johannes Kapfer,  
Editor  
johannes.kapfer@  
vogel.de



Serina Sonsalla  
Editor  
serina.sonsalla@  
vogel.de



Nicola Hauptmann,  
Editor  
nicola.hauptmann@  
vogel.de

### Sales



Harald Czelnai,  
Co-Publisher  
harald.czelnai@  
vogel.de



Sandra Schüller,  
Account-Manager  
sandra.schueller@  
vogel.de



Heike Kubitz,  
Account-Manager  
heike.kubitz@  
vogel.de

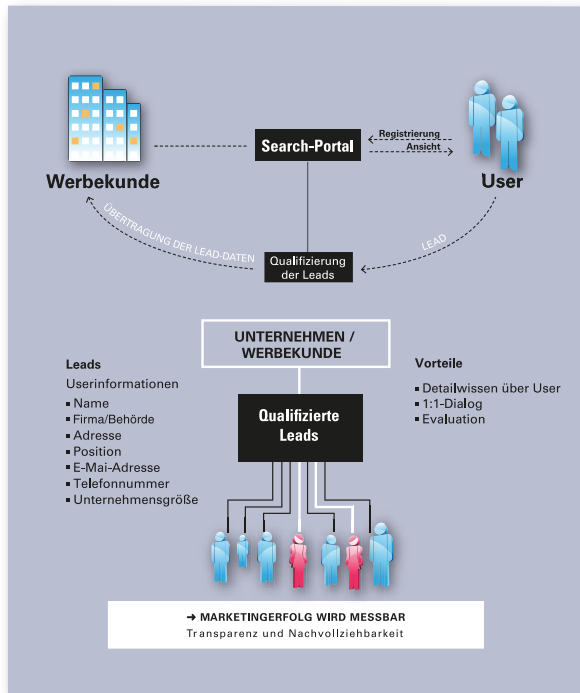
### Marketing



Ursula Gebauer  
Campaign-Manager  
marketing.public@  
vogel.de



Julia Föst,  
Campaign-Manager  
marketing.public@  
vogel.de



## 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 oriented and technically competent supplier of solutions.

### Whitepaper Premium-Package

- 3 months hosting
- TTeasertext 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 5.500,– 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. 80 KB.

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

All rates are quoted in € excl. VAT

\* Placement acc. to TKP are weekly fixed assigned



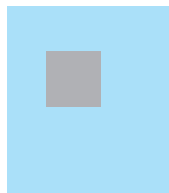
**Skyscraper**  
**130,- (TKP\*)**  
(160 x 600 px)



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



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



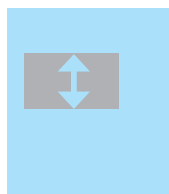
**Content Ad**  
**155,- (TKP\*)**  
(300 x 250 px)



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



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



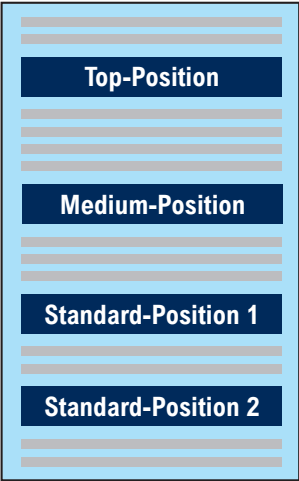
**Scroll Ad**  
**250,- (TKP\*)**  
800 x 500 px)  
max. 80 KB  
(colours in  
Hexacode)



# Healthcare Digital Update

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

Placements in 2x weekly newsletter  
(max. 6)



**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: 50 KB
- Media formats: gif, jpg, png (non animated)

XL-Banner	1 week
Top-Position	1.700,—
Medium-Position	1.500,—
Standard-Position 1 & 2	1.200,—
Billboard-Ad & Text-Ad	1 week
Top-Position	2.000,—
Medium-Position	1.700,—
Standard-Position 1 & 2	1.400,—

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



Co-Branded Header

top image with headline  
(max. 60 signs)text (benefits of your  
product/solution)call to action  
linking to your website

## Stand-Alone-Mailing

With a stand alone mailing you reach your target group with your message directly into their mailbox. You just provide the content and the desired clarify the target group and we'll take care of the rest!

### Your Advantages

- Attention in a relevant audience
- Qualified traffic to your own website
- Exclusive portrayal without competitors
- Co-branding with media brand
- Low scattering losses

**Price per transmission 3.900,-**  
**approx. 8.000 recipients**

All rates are quoted in € excl. VAT

HEALTHCARE DIGITAL Podcast



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	Rate
<ul style="list-style-type: none"><li>• Production of a live interview with one or two contacts from your company</li><li>• treaming and hosting of the interview on the social media platforms of Healthcare Digital:<ul style="list-style-type: none"><li>- LinkedIn: 4.572 members</li><li>- Youtube</li></ul></li><li>• Publication of the audio-optimized recording on all common podcast platforms</li><li>• Promotion of the live interview and the podcast recording with a four-week media package consisting of:<ul style="list-style-type: none"><li>- banners on the healthcare-digital.de website</li><li>- Social media posts on healthcare-digital.de website</li><li>- Announcement in the healthcare newsletter</li></ul></li></ul>	4.900,—
<ul style="list-style-type: none"><li>• Option Audio-only</li></ul>	4.400,—
<ul style="list-style-type: none"><li>• Jingle</li></ul>	500,—

All rates are quoted in € excl. VAT

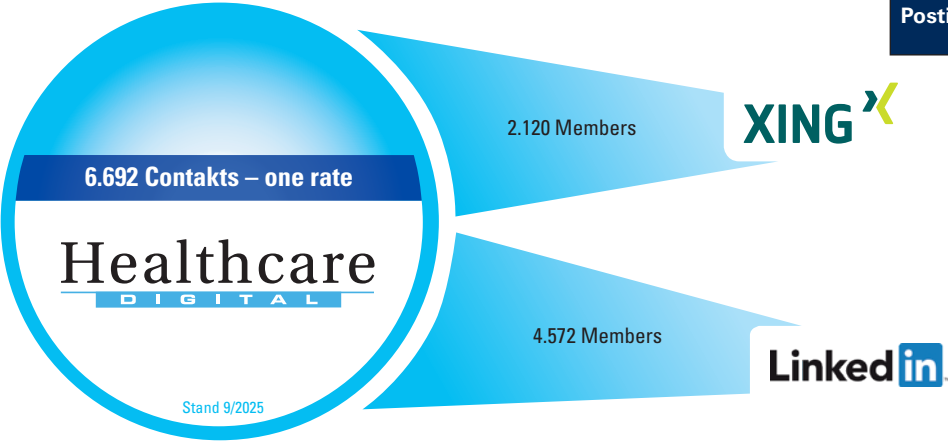
Social-Media-Promotion

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.

- Please deliver:**
- max. 238 signs
  - image with 1200x628 px
  - links

Price/Social Media Posting	1.200,- € equivalent to approx. 18 ct/ contact
----------------------------	--

All rates are quoted in € excl. VAT





## Online-Advertorial

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

### Your benefit

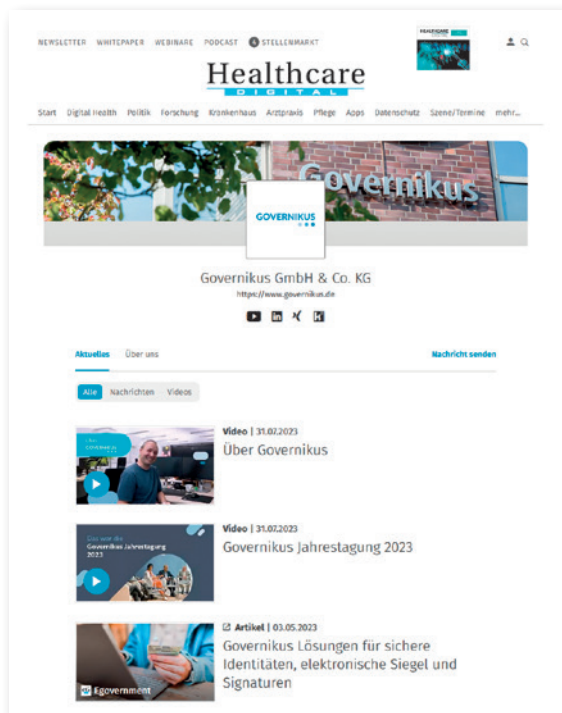
- Greatest possible acceptance because of editorial look & feel
- Increased attention via relevant and informative content
- Content quality assurance with expert advice
- Cross media contents possible

### 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



## 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!**

# eHealth SUMMIT 2026

Whether it is about electronic patient records, telemedicine, AI-supported diagnostics, or digital health applications, the demands for **IT security**, **interoperability**, and **data availability** in hospital IT are growing rapidly. As well as the pressure of expectations due to new legal frameworks, for example through the **KHZG**, the **NIS2 Directive**, or the **Health Digital Agency Act**.

How can the seamless integration of systems into a **secure**, resilient **telematics infrastructure** be achieved? What role do **hybrid care models**, **remote patient monitoring**, and **personalized medicine** play in widespread implementation? And how can medical data be usefully and GDPR-compliantly utilized for care and research through **health platforms** or the **European health data cloud**?

The **eHealth Summit 2026** offers an exclusive platform for exchange, networking, and inspiration for **decision-makers in healthcare**. Join the discussion when leading figures from health policy and practice, together with technology providers, set the course for modern healthcare and turn digital solutions into tangible care outcomes.



**Planned:** November 2026

**Target audience:** 25-30 personally invited CXOs, IT decision-makers, and responsible parties from

- (university) hospitals, municipal hospitals, and hospital associations
- private and public healthcare companies and institutions
- IT service providers in the healthcare sector



# Your investment opportunities

**BASIC**  
Availability: 4

1 ticket

Logo presence in our print & online media and on-site

€9,500

**CLASSIC**  
Availability: 3

1 ticket plus 1 ticket for the reference client

Logo presence in our print & online media and on-site

Trailblazer Best Practice (20 + 5 minutes)

Participant list including company, name, address, and job title

Optional:  
Arrangement of one-on-one meetings with selected participants on-site (max. 4 appointments)

€19,500

**PREMIUM**  
Availability: 2

2 tickets

Logo presence in our print & online media and on-site

Co-moderation and professional support of a workshop (45 min.)

Participant list with contact details including company, name, address, and job title (email and phone, if provided)

Optional:  
Arrangement of one-on-one meetings with selected participants on-site (max. 4 appointments)

Separate promotion on the social media channels of Vogel IT-Media

Beach flag with company logo, including printing and prominent placement at the event location

€26,500

### OUR ESSENTIALS – YOUR BENEFITS

- ✓ **Agenda design** by the program advisory board
- ✓ **Marketing package** including social media visuals with your logo
- ✓ **VIP tickets** to invite your contacts at a reduced participation fee
- ✓ **Editorial support** by the editorial team of HealthCare Digital
- ✓ **Personal support** for participants, speakers, and your contacts (including coordination in advance)
- ✓ **All-round catering** with drinks, coffee breaks, lunch, networking dinner & bar
- ✓ **Optional:** Separate interview about the event

All rates are net plus 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:

```
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 / 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>

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



Vogel IT-Medien GmbH | Max-Josef-Metzger-Str. 21 | 86157 Augsburg | Phone 0821 21 77-0 | [www.vogel.de](http://www.vogel.de)

