



Mediadata 2012





1 Audited distribution



2 Circulation analysis

Average number of copies per issue (1 July 2010 – 30 June 2011)

Print run	12 000		
Number of distributed copies	11 823	thereof other countries	679
Sold copies	65	thereof other countries	15
Subscriptions	65		
Other distribution	0		
Free copies	11 758		
Voucher copies, archive copies	177		

3 Analysis of geographical distribution

Regions	Proportion of total circulation	
	%	Copies
Germany	94.3	11 144
Other Countries	5.7	679
Number of distributed copies	100.0	11 823



1 Industries/Industry Sectors

2008 industry sectors	Recipient groups (based on classification of 2008 industry sectors)	Percentage of distributed copies	
		%	Copies
26.6.	Manufacturing of devices for radiation therapy and electrotherapy and for electromedical devices as well as electronic components		
32.5.	Manufacturing of medical and dental devices and materials Manufacturing of orthopedic products		4,193
26.51.1	Manufacturing of electronic measuring, monitoring, navigation, and similar instruments and devices		
26.51.2	Manufacturing of non-electronic measuring, monitoring, navigation, and similar instruments and devices		3,748
26.7.	Manufacturing of optical measuring, monitoring, navigation and similar instruments and devices		784
	Total	73.8	8,725
24/25	Metal production	5.6	662
62.01.09	Software development for medical technology	2.6	307
71.12.2	Engineering offices for technical planning	5.5	650
72	Research & development	3.6	425
22	Manufacturing of plastic and rubber products	8.9	1,054
	Number of distributed copies	100.0	11,823

1.2 Size of the Organization

	Percentage of distributed copies	
	%	Copies
Up to 49 employees	27.0	3,196
50-99 employees	15.4	1,821
100-199 employees	20.2	2,391
200-499 employees	18.4	2,169
More than 500 employees	15.4	1,819
Number of employees unknown	3.6	427
Number of distributed copies	100.0	11,823

2.1 Activity

2.1.1. Area of Responsibility

	Percentage of distributed copies	
	%	Copies
Management, owner, board of directors	32.5	3,840
Design, research and development	63.0	7,452
Marketing/sales and purchasing	4.5	531
Number of distributed copies	100.0	11,823



MED engineering – The Trade Journal for Developers and Designers of Medical Technology

MED engineering is the trade journal for designers and developers of medical devices for the patient-oriented diagnosis and treatment for all medical fields, including ophthalmology, ENT and dental medicine as well as for laboratory diagnostics and OR technology. It provides valuable information for the sales and marketing of medical technology products domestically and abroad. The topics focused on are medical electronics, hardware and software device components as well as materials, which are relevant for the device development as well as the development of endo-prosthesis and exo-prosthesis. The information from the metrology as well as via software tools support the developers in their daily work.

MED engineering also provides relevant information from sales and marketing for daily practice to the designers and developers. The clear and comprehensive categorization of themes as well as the benefit-focused preparation on a high technical level corresponds to modern reading habits – efficient and time-saving. New technologies, development methods, the subject of bio-compatibility, trivia regarding the legal regulations contained in German Medical Product Law [MPG] (German Equipment and Product Safety Law [GPSG] and German Medical Equipment Safety Law [MedGV]) as well as regarding standards and national and international certifications and country-specific requirements for the different medical technology markets complete the information offered.

A clear and topics-based category structure facilitates reading without loss of information:

- **News:** Current trends, market data, and industry opinions
- **MED Devices:** Devices for therapy and diagnosis, lab technology
- **MED Electronics:** Medical electronics, semiconductors, embedded systems
- **MED IT:** Software, operating systems
- **Law/Standards:** Law, standards, certification

The following aspects of medical technology can always be found under the respective category:

- Drive engineering
- Electronics components
- Optical technology
- Power supplies
- Communication
- Housings and components
- Electromechanical components
- Joining technology
- Fluidics
- Measuring technology
- Engineering tools, design
- Medical control systems
- Materials



Issue	Deadlines	Focus	Permanent Topics	Events
Export Issue 2012	Advertising closing date: Dec. 1, 2011 Publication date: Jan. 20, 2012	Medical technology companies in German-speaking countries	<p>Drive engineering; archiving; lighting technology; control systems; coating; operating systems; image data capturing and processing; CAD; data security; data storage; data transmission; data processing; services; sealing technology; diodes; displays; documentation; electronics components; electric motors; embedded systems; energy chains; engineering tools; footswitches; fluidics components; housings; instrument design; graphic cards; handles; semiconductors: MCs, ICs, SoC, A/D, D/A converters, etc., especially for medical technology; heating systems; lifting columns; hydraulics components; identification (RFID...); imaging components; interoperability; isolators; cabling; camera systems; catheters; compressors; connectors; cooling components; heat sinks; plastic components; storage; lasers; lightweight design technology; linear units; fans; fiberoptics; metal components; medical PC; MEMS; measuring systems; micro-controllers, miniaturization, networks; standards for medical technology; surface technology, optical components, oscilloscopes, positioning systems; programming tools; project management; testing systems; pumps; quality testing; rapid prototyping; law (MPG); risk management; robotics; switches; tubing; screw fittings; sensors; simulation; standards in medical technology; connectors; controls (for devices); sterilization (effects on design and development); software development; software testing; power and voltage supplies; keyboards; pushbuttons; testing systems; support arms; usability; valves; joining technology; materials; certification</p>	<p>MD&M West, California/USA, Feb. 14-16, 2012 Medtec, Japan, April 18-19, 2012 Medtec, China, May 23-24, 2012 and additional international trade fairs</p>
1-2	Editorial closing date: Nov. 18, 2011 Advertising closing date: Dec. 20, 2011 Publication date: Feb. 1, 2012	Embedded engineering; medical electronics; testing; certification		<p>Medical Device & TestExpo, Cologne, Germany, Feb. 7-9, 2012 Embedded World, Nuremberg, Germany, Feb. 28-March 1, 2012</p>
3-4	Editorial closing date: Dec. 28, 2011 Advertising closing date: Jan. 30, 2012 Publication date: March 1, 2012	Lab equipment: fluidics, dosage, agitation, heating, positioning; manufacturing-supported design; medical electronics; miniaturization		<p>Medtec Europe / DesignMed, Stuttgart, Germany, March 13-15, 2012; Analytica, Munich, Germany, April 17-20, 2012 ConHIT, Berlin, Germany, April 24-26, 2012 Hannover Messe, April 23-27, 2012 Euro ID, Berlin, Germany, April 24-26, 2012</p>
5-6	Editorial closing date: Feb. 24, 2012 Advertising closing date: March 23, 2012 Publication date: May 2, 2012	Drive engineering; CAD; simulation; rapid prototyping; sensor technology		<p>PCIM Europe und SMT Hybrid, Nuremberg, Germany, May 8-10, 2012 Sensor and Test, Nuremberg, Germany, May 22-24, 2012 European Lab Automation, Hamburg, Germany, May 30-31, 2012 Actuator, Bremen, Germany, June 18-20, 2012</p>
7-8	Editorial closing date: April 10, 2012 Advertising closing date: May 29, 2012 Publication date: June 28, 2012	Biomaterials; diagnostic instruments; Picture Archiving and Communication Systems (PACS); fluidics; implants; lab automation		<p>MedTech Pharma 2012, Nuremberg, Germany, July 4-5, 2012</p>
9-10	Editorial closing date: June 28, 2012 Advertising closing date: July 30, 2012 Publication date: Sept. 3, 2012	CAD, simulation, rapid prototyping in prosthetics development; sterilization; software development and testing		<p>Orthotec, Zurich, Switzerland, Sept. 12-13, 2012 Biotechnica, Hannover, Germany, Nov. 9-11, 2012 Parts2Clean, Stuttgart, Germany, Oct. 23-25, 2012 GMDS Annual Meeting, Braunschweig, Germany, Sept. 16-21, 2012 MedConf, Munich, Germany, Sept. 18-20, 2012 1. World Medtech Forum, Luzern, Switzerland, Sept. 25-27, 2012</p>
11-12	Editorial closing date: Aug. 29, 2012 Advertising closing date: Sept. 27, 2012 Publication date: Nov. 2, 2012	Electromechanical components; semiconductors for medical technology; certification and telemedicine		<p>Electronica, Munich, Germany, Nov. 13-16, 2012 Compamed, Düsseldorf, Germany, Nov. 14-16, 2012 Medica, Düsseldorf, Germany, Nov. 14-17, 2012</p>
Export Issue 2013	Advertising closing date: Nov. 30, 2012 Publication date: Jan. 18, 2013	Medical technology companies in German-speaking countries		<p>MD&M West, California/USA Medtec, Japan Medtec, China and additional international trade fairs</p>



1 Circulation
2 Magazine format

Print run: **12,000**
DIN A4, 210 x 297 mm (width x height)
Type area: 175 x 250 mm (width x height)
4 columns à 41 mm width

3 Printing method
4 Publication

Offset / adhesive bond
5 issues per year in German
Advertising deadline: see editorial schedule

5 Publishing house

Carl Hanser Verlag GmbH & Co. KG
Kolbergerstr. 22, 81679 Munich/Germany
Advertisement manager: Martin Ricchiuti
Tel.: +49/89/998 30-686, ricchiuti@hanser.de

6 Terms of payment

Advertisement planning: Miriam Weihe
Tel.: +49/89/998 30-216, weihe@hanser.de
30 days net. 2% discounts for payments made within 8 days after receipt of invoice.
Place of payment: Munich.
Bank details: Postbank Munich
Acct no. 77 97 46 800, bank code 700 100 80

7 Advertisement rates and formats (in € / Euro)

Format	Width x height (in mm)	1 advert	2 adverts 5 %	4 adverts 15 %	6 adverts 20 %	
Titlepage	210 x 297 (incl. 3mm bleed)	Fixed price				2,800.--
1/1 page	175 x 250	3,900.--	3,705.--	3,315.--	3,120.--	
1/2 page	85 x 250 175 x 122	2,250.--	2,137.50	1,912.50	1,800.--	
Junior page	122 x 175	2,700.--	2,565.--	2,295.--	2,160.--	
1/3 page	55 x 250 175 x 80	1,550.--	1,472.50	1,317.50	1,240.--	
1/4 page	85 x 122 41 x 250 175 x 58	1,200.--	1,140.--	1,020.--	960.--	
1/8 page	85 x 58 175 x 28	640.--	608.--	544.--	512.--	

8 Surcharges

Charged on the format rates
8.1 Position surcharges 2nd, 3rd and 4th cover page (1/1, 4c) and fixed placements 10%

8.2 Color surcharge

Spot color on request

8.3 Special size surcharge

Special sizes on request

9 Ad specials

On request

10 Special discounts

Repeat placements
for bookings within a 12-month period:
2 adverts 4 adverts 6 adverts
5% 15% 20%

11 Combination discounts

For advertising placements covering several technical journals from the publisher, a special discount rate will be granted. Rates are available on request.

12 Fixed inserts

2 pages € 3,060.--
4 pages € 4,500.-- } paper weight up to 130 g/m²

13 Loose inserts

On request

14 Insert stickers

On request

15 Technical details / handling

ask for our fact sheet
"electronically transmitted materials for printing"

All advertising transactions are governed by our terms and conditions.

	1/1 page	Junior page	1/2 page, portrait	1/2 page, landscape	1/3 page, portrait	1/3 page, landscape
Type area format:	175 x 250	122 x 175	85 x 250	175 x 122	55 x 250	175 x 80
Trimmed format:*	210 x 297	137 x 197	101 x 297	210 x 145	70 x 297	210 x 105

	1/4 page, portrait	1/4 page, 2 columns	1/4 page, landscape	1/8 page, 2 columns	1/8 page, landscape	
Type area format:	41 x 250	85 x 122	175 x 58	85 x 58	175 x 28	All "trimmed" formats have plus 3 mm trim per edge and/or 4 mm header trim. All measurements in mm (width x height)
Trimmed format:*	55 x 297	101 x 145	210 x 85	101 x 85	210 x 52	

1 Magazine format	DIN A4; 210 x 297 mm (width x height)	6 Proof	Please include a contract proof color printout with every ad to be exposed. For 4c ads, we need a proof including a media proof strip. Color printouts from color copiers or color printers cannot be used as contract proofs.
Type area	175 x 250 mm (width x height) 4 columns @ 41 mm width	7 Data archiving	All print materials are stored for a maximum of 3 months after order processing.
2 Printing and binding method	Offset, adhesive bond	8 Warranty	The printers working for us can only expose what is contained on your supplied storage media. We cannot be held responsible for differences in texts, graphics, fonts, or colors.
3 Data transmission	FTP: access information upon request E-mail: miriam.weihe@hanser.de	9 Contact	Miriam Weihe (advertisement planning) Phone: +49 89 99830-216 · Fax: +49 89 99830-623 miriam.weihe@hanser.de
4 Data formats	Preferred file format: High-end PDF—created using Adobe Distiller, setting PDF/X-3:2002 (compatible with Acrobat 4, PDF 1.3; with embedded fonts, images, etc.). Always use transparency reduction! Other supported file formats: QuarkXPress, Photoshop, Freehand, Illustrator, InDesign. The storage media must include all used fonts, images, graphics, logos, etc.! For ads with trimming, please include a trim margin of 3 mm on each side.		
5 Colors	Printing according to ISO 12647-2 PSO; ISOcoated_V2; Fogra39L Special colors (e.g., HKS, Pantone) available upon request. Please note the dot gains for art paper specified in ISO 12647-2.		

Half-size advertising banner 234 x 60 pixels (W x H)

Size: max. 50KB, resolution 72dpi

Format: JPG or GIF, animation possible, Flash upon request

Placement	Homepage	€ 400 per month
	All other categories	€ 300 per month

Full-size advertising banner 468 x 60 pixels (W x H)

Size: max. 50KB, resolution 72dpi

Format: JPG or GIF, animation possible, Flash upon request

Placement	Homepage	€ 600 per month
	All other categories	€ 450 per month

Inside sky banner 160 x 200-400 pixels (W x H)

Minimum booking period: 1 month · Size: max. 50KB, resolution 72dpi

Format: JPG or GIF, animation possible, Flash upon request

Placement	Homepage	€ 400 per month
	All other categories	€ 350 per month

Outside sky banner 200 x 600 pixels (W x H)

Minimum booking period: 1 month · Size: max. 50KB, resolution 72dpi

Format: JPG or GIF, animation possible, Flash upon request

Placement	Homepage	€ 600 per month
	All other categories	€ 450 per month

Sponsoring button 150 x 75 pixels (W x H)

Appears exclusively on every page below the left navigation bar

1 month	€ 1,000
3 months	€ 2,500

Additional banner formats

Available upon request.

Discount grid

from € 1,000 net	5%	from € 2,000 net	10%
from € 3,000 net	15%	from € 5,000 net	20%

Contact

Regina Nowak (media consulting & planning)

Phone: +49 89 99830-411 · Fax: +49 89 99830-623 · regina.nowak@hanser.de

Our online portal is optimized for smartphones!



MED Service Partner

Pay once, be published 6 times in the category of your choice

Format: 57 x 77 mm (WxH)

Price: € 990 for 6 issues

Categories: Contract manufacturing, rapid prototyping, testing setup, development services, electronic manufacturing services (EMS), EMC labs



MED engineering Annual Calendar

DIN A1 wall calendar—effective year-long advertising
365 days of exposure to your target audience!

Field format: 70 x 60 mm (WxH)

Price: € 780

Distribution: supplement to last annual issue of MED engineering

Publisher

Carl Hanser Verlag GmbH & Co. KG
Kolbergerstrasse 22,
81679 Munich, Germany
Mailing address: P.O. Box 86 04 20,
81631 Munich, Germany
Tel.: +49/89/998 30-0
info@hanser.de

Advertising

Martin Ricchiuti (Manager)
Tel.: +49/89/998 30-686
ricchiuti@hanser.de

Editorial Staff

Erika Fuchs (Editor-in-chief)
Tel.: +49/89/998 30-626
fuchs@hanser.de

Gabriele Wieser
Tel.: +49/89/998 30-231
wieser@hanser.de

Sales Representatives

Great Britain/Ireland

Robert G. Horsfield International Publishers
Representatives
Daisy Bank, Chinley
High Peak, Derbyshire SK23 6DA, England
Tel. + Fax: +44/1663/750 242
ekania@btopenworld.com
Your contact: Edward J. Kania

Switzerland

Media Consultant Marketing
Moosstr. 7, Postfach 574
8803 Rueschlikon, Switzerland
Tel.: +41/44/720 85 50
Fax: +41/44/721 14 74
dormann@rdormann.ch
Your contact: Rico Dormann

Italy

com3orlando sas
Via dei Benedettini, 12
20146 Milano (Mi) Italy
Tel.: +39/02/41 22 158
Fax: +39/02/48 30 19 81
orlando@com3orlando.it
Your contact: Nicola Orlando

Spain/Portugal/Latin America

Consulting Eckart May, SL
Mediamarketing
Pza de Duque de Medinaceli, 2-3º 1a
08002 Barcelona, Spain
Tel.: +34/934/12 62 92
Fax: +49/321/21 250 738
info@cemediamedia.net
Your contact: Eckart May

USA

Annemarie Scharl-Send
Kirchfeldstraße 9
82284 Grafath, Germany
Tel.: +49/8144/9969-512
Fax: +49/8144/9969-514
a.scharl-send@salescomm.de