medizin & technik

MEDIA KIT 2027

PRINT

DIGITAL

CONTENT MARKETING

LEADS

EVENTS



konradin Industrie

MEDIZIN&TECHNIK IS THE LEADING TECHNICAL TRADE MAGAZINE FOR ENGINEERING EXPERTISE IN MEDICAL TECHNOLOGY.

Whether in print, the online magazine, newsletters, events, web sessions or social media – we keep engineers and decision-makers informed about the trends and developments shaping the future of medical technology.

Technical, regulatory and economic changes are continuously monitored and presented in a way that is tailored to our target audience. This provides our readers with the relevant information and practical guidance they need to make well-founded decisions. This commitment is firmly embedded in our editorial DNA.





TARGET AUDIENCE

- Decision-makers in development, design and production departments
- Project managers
- Managing directors in the medical technology sector

DR. BIRGIT OPPERMANN
EDITOR-IN-CHIEF

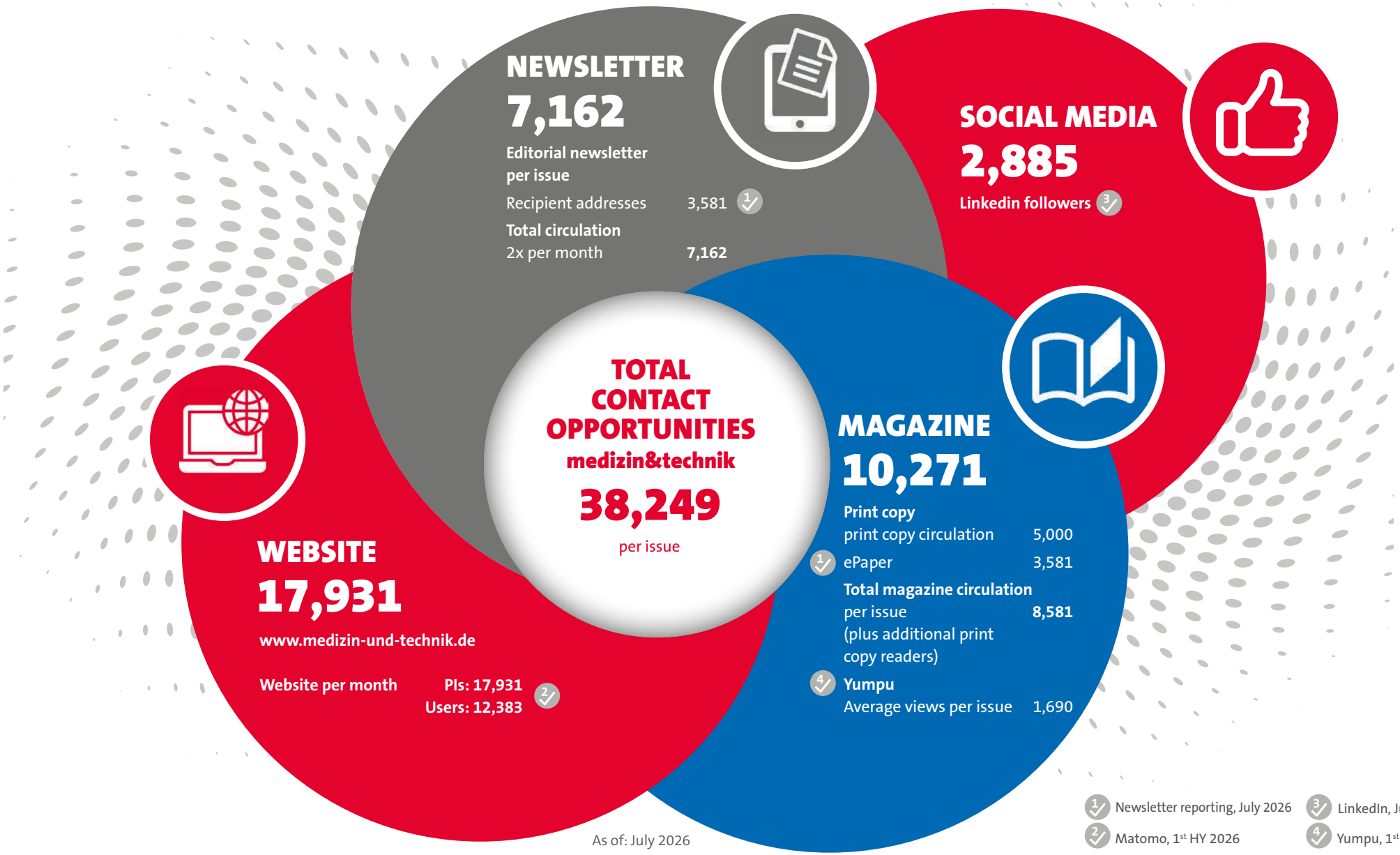
"Long-distance and sprint: The medizin&technik editorial team supports the highly regulated yet innovative medical technology industry – from the MDR and practical guidance to the latest technical developments in diagnostics, materials, production, digitalisation and AI. We also cover sustainability and current topics such as the military use of medical products. This enables us to provide relevant information – at the right time and through the right channel."



ALSO WATCH:
Our editorial team on video!

MEDIA BRAND

CIRCULATION



As of: July 2026

1 Newsletter reporting, July 2026
2 Matomo, 1st HY 2026
3 LinkedIn, July 2026
4 Yumpu, 1st HY 2026

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CAMPAIGNS TAILORED TO YOUR NEEDS:
We combine print, digital media and lead generation to create tailored solutions that are perfectly aligned with your goals.
Get in touch with us.

One click takes you straight to the topics that matter to you!

DIRECT

Media sales contacts 36
Editorial contacts 36

PRINT





Frequency: 6 issues per year

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Publisher: Katja Kohlhammer

PRINT

READERSHIP ANALYSIS

medizin&technik

1.1 **Industries/sectors: Readership categories**		Contact opportunities Magazine
Industry codes acc. to classif. of industrial sectors 2008	%	Readers
C.21.20 Production of pharmaceutical specialties and other pharmaceutical products (especially diagnostic tools and medical supplies and consumables)	10.2	875
C.22 Production of rubber and plastic products for hygienic and medical purposes	5.3	455
C.24,25, 28 Mechanical and plant engineering (especially tool and mould construction, metalworking machinery, precision tools)	10.2	875
C.26.6 Manufacture of irradiation, electrotherapy and electromedical equipment (e.g. imaging systems, surgery and endoscopy, diagnostics, operating theatre technology and equipment, sterilisation)	30.2	2,591
C.32.50 Production of medical devices and materials (including lab technology, physiotherapy and orthopaedic technology)	19.7	1,690
E.36,37, 38 Environmental engineering and waste disposal in medical environments	5.0	429
J.62. 01.9 Software development for medical technology	4.3	369
M.71.12, 71.2 Engineering offices, consulting for the chemical industry	7.9	678
M.72 Research and development	7.2	618
	100.0	8,581

1.2 **Company size:**	Contact opportunities Magazine %	Readers
1 – 9 employees	19.4	1,665
10 – 19 employees	18.4	1,579
20 – 49 employees	20.8	1,785
50 – 99 employees	10.6	910
100 – 199 employees	12.2	1,047
200 – 499 employees	8.8	755
500 or more employees	9.8	841
	100.0	8,581

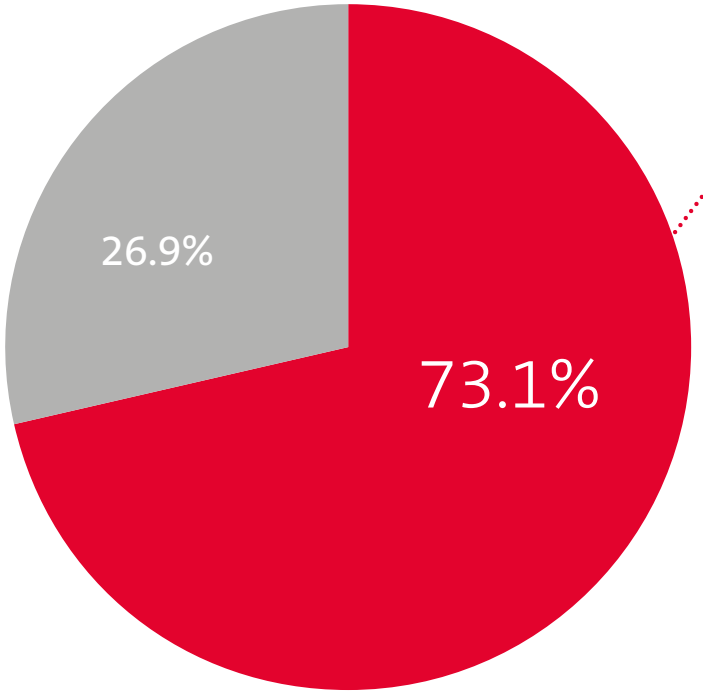
1.3 **Position within the company**	%	Readers
Corporate management	27.2	2,334
1st management level (director)	11.6	995
2nd management level (supervisor)	24.0	2,059
Employees, skilled workers, specialists	37.2	3,192
	100.0	8,581

1.4 **Job function**		%	Readers
Corporate management		14.8	1,270
Research & development/design/engineering	20.9		1,793
Production/manufacturing/assembly		13.5	1,158
Quality management, quality assurance		14.5	1,244
Purchasing		13.5	1,158
Marketing & sales		5.4	463
Product management/sales engineering		17.4	1,493
		100.0	8,581

MEDIZIN&TECHNIK

IN THE ADVERTISING MARKET

ADVERTISERS TRUST MEDIZIN& TECHNIK



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... is the No. 1 in the market in terms of advertising volume



Trade magazines

- medizin&technik
- DeviceMed

Source: mediaSkop Market Observation, VU.SOLUTIONS
Period January 26 – August 26

* Recorded advertising publications in pages: This includes advertisements, bound inserts, loose inserts and tip-ons. It does not include job advertisements, sources of supply, classified ads and personal ads.

DEVELOPMENT AND COMPONENTS

ELECTRICAL COMPONENTS: e.g. cables, switches, batteries, heating elements, connectors, stencils, PCBs | **ISSUES: 1, 6**

DEVELOPMENT AND COMPONENTS: e.g. drive technology, design, fluid technology, product development, sensor technology | **IN ALL ISSUES**

DRIVE TECHNOLOGY: e.g. small drives, piezo technology, roller and plain bearings, motors, gears, couplings, controls, linear technology | **ISSUES: 3, 6**

MICROSYSTEMS TECHNOLOGY: e.g. micromachining, development, networking, new application technologies | **ISSUES: 3, 6**

SENSORS: e.g. dimensional measurement, pressure, flow rate, electrical parameters, air bubble detection, humidity, filling level, speed | **ISSUE: 2**

MATERIALS: e.g. ceramics, plastics, metals, fibre composites, textiles | **ISSUE: 4**

QUALITY ASSURANCE

QUALITY ASSURANCE: e.g. image processing, testing technology, QM systems, traceability, software, measuring equipment, services | **ISSUE: 2**

LABELLING/UDI: e.g. labelling, identification technology, barcode, Data Matrix code, RFID, data management, traceability, UDI, services | **ISSUES: 3**

STERILISATION: e.g. autoclaving, irradiation, gas sterilisation, sterile goods containers, systems, services, validation | **ISSUE: 1**

PRODUCTION

3D PRINTING: e.g. 3D printing processes and materials for medical devices, development and manufacturing services, 3D printing and MDR, 3D printing for medical planning, bioprinting | **ISSUES: 1, 6**

PLASTICS TECHNOLOGY: e.g. injection moulding machines, mould making, handling, cleanroom production, multi-component technology, hot runner technology | **ISSUES: 2, 5**

LASER TECHNOLOGY: e.g. labelling, cutting, welding, laser beam sources, lasers in medical products | **ISSUE: 3**

ASSEMBLY/HANDLING/ROBOTICS: e.g. systems, automatic pick & place machines, grippers, positioning, conveyors, tools, testing technology, planning, micro-assembly, metering technology | **ISSUES: 3, 5**

SURFACE TECHNOLOGY: e.g. coating, grinding, polishing, plasma technology | **ISSUE: 4**

CLEANING TECHNOLOGY: e.g. parts cleaning, cleaning systems, special cleaning technologies, analysis and testing methods, quality assurance | **ISSUE: 4**

JOINING TECHNOLOGY: e.g. coating, grinding, polishing, plasma technology | **ISSUE: 5**

PACKAGING TECHNOLOGY: e.g. packaging machines, packaging solutions, packaging design, materials | **ISSUE: 5**

TOOL & MOULD MAKING: e.g. design, conformal cooling, production processes, materials for tools/moulds, surface texturing | **ISSUE: 6**

CLEANROOM TECHNOLOGY: e.g. cleanroom planning, cleanroom equipment (air filters, sensors etc.), solutions for cleanroom production | **ISSUE: 6**

MANUFACTURING/MACHINE TOOLS/INDUSTRY 4.0/DIGITALISATION IN PRODUCTION: e.g. automation, laser technology, assembly/handling, surface technology, cleanroom technology, tool & mould making | **ISSUES: 2, 5**

AUTOMATION: e.g. Industry 4.0, artificial intelligence, sensor technology, laboratory automation, traceability, robotics/handling, identification technology | **ISSUE: 6**

ROBOTICS | ISSUES: SPECIAL SECTION IN ISSUE 3

SUSTAINABILITY: e.g. design, development and manufacture of sustainable medical devices, take-back systems, packaging, life cycle assessment, Supply Chain Due Diligence Act, CSRD, carbon footprint, sustainable materials, short transport distances | **ISSUES: SPECIAL SECTION IN ISSUE 4**

PRINT

SUBJECT OVERVIEW

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

INFORMATION TECHNOLOGIES

DIGITALISATION/AI: e.g. AI, connectivity of medical devices, medical apps, regulatory requirements for software in medical devices, data management, speech recognition, gesture control, cybersecurity, telemedicine, artificial intelligence in medicine | **IN ALL ISSUES**

TECHNOLOGY FOR LIFE SCIENCES: e.g. microfluidics, plastics processing, automation, robotics, quality assurance | **ISSUE: 3**

SPECIAL SECTIONS

ISSUE 1/2027

DIGITALISATION/AI: e.g. AI, connectivity of medical devices, medical apps, regulatory requirements for software in medical devices, data management, speech recognition, gesture control

ISSUE 2/2027

SENSORS: e.g. dimensional measurement, pressure, flow rate, electrical parameters, air bubble detection, humidity, filling level, speed, cybersecurity

NEW: ENDOPROSTHESES – FROM DEVELOPMENT TO APPLICATION

ISSUE 3/2027

ROBOTICS

LASER TECHNOLOGY: e.g. labelling, cutting, welding, laser beam sources, lasers in medical products

NEW: LIFE SCIENCES: e.g. microfluidics for POCT, laboratory automation, platforms for test kits, valves for bioreactors, digital solutions for laboratories and bioproduction, bioprinting solutions

ISSUE 4/2027

SUSTAINABILITY: e.g. design, development and manufacture of sustainable medical devices, take-back systems, packaging, life cycle assessment, German Supply Chain Due Diligence Act, CSRD, carbon footprint, sustainable materials, short transport distances

NEW: INSULIN PENS: e.g. manufacturing automation, control technology, cobots, mobile robots, sensor technology, grippers, handling, laboratory automation, robots in medical environments, assistive robotics, micro- and nanorobots

ISSUE 5/2027

MANUFACTURING/3D PRINTING/MACHINE TOOLS: e.g. automation, laser technology, assembly/handling, surface technology, cleanroom technology, tool & mould making, digitisation in production

PLASTICS TECHNOLOGY: e.g. injection moulding machines, mould making, automation, handling, cleanroom production, multi-component technology, hot runner technology, packaging technology

ISSUE 6/2027

AUTOMATION: Industry 4.0, artificial intelligence, sensor technology, laboratory automation, traceability, robotics/handling, identification technology,

COMPAMED TRADE FAIR

PRINT

SUBJECT OVERVIEW

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT

EDITORIAL SCHEDULE 2027

medizin & technik

ISSUE	THEMES	SPECIAL SECTIONS	TRADE FAIRS & EVENTS
1/2027 **Publication date:** 12.02.2027 **Advertising deadline:** 18.01.2027 **Editorial deadline:** 15.12.2026	**Electrical components** e.g. cables, switches, batteries, heating elements, connectors, stencils, printed circuit boards **3D printing** e.g. 3D printing processes and materials for medical devices, development services, manufacturing services, 3D printing and MDR, 3D printing for medical planning, bioprinting **Development and components** e.g. drive technology, design, fluid technology, product development, sensor technology **Sterilisation** e.g. autoclaving, irradiation, gas sterilisation, sterile goods containers, systems, services, validation	**Digitalisation/AI** e.g. AI, connectivity of medical devices, medical apps, regulatory requirements for software in medical devices, data management, speech recognition, gesture control **Web session "Robotics in medicine" on 20.04.2027**	**KPA** Ulm, 24.02.-25.02. **LOPEC** Munich, 03.03.-04.03. **MedtecSUMMIT** Nuremberg, 10.03.-11.03. **Embedded World** Nuremberg, 16.03.-18.03. **DMEA** Munich, 13.04.-15.04.
2/2027 **Publication date:** 30.04.2027 **Advertising deadline:** 05.04.2027 **Editorial deadline:** 05.03.2027	**Plastics technology** e.g. injection moulding machines, mould making, handling, cleanroom production, multi-component technology, hot runner technology **Development and components** e.g. drive technology, design, fluid technology, product development, sensor technology **Quality assurance** e.g. image processing, testing technology, QM systems, traceability, software, measuring equipment, services **Manufacturing/machine tools/digitalisation in production** e.g. automation, laser technology, assembly/handling, surface technology, cleanroom technology, tool and mould making	**Sensors** e.g. dimensional measurement, pressure, flow rate, electrical parameters, air bubble detection, humidity, filling level, speed **NEW: Endoprostheses – from development to application**	**Moulding Expo** Stuttgart, 11.05.-12.05. **Sensor+Test** Nuremberg, 11.05.-13.05. **Control** Stuttgart, 11.05.-14.05.

PRINT

EDITORIAL SCHEDULE 2027

medizin & technik

ISSUE	THEMES	SPECIAL SECTIONS	TRADE FAIRS & EVENTS
3/2027 **Publication date:** 04.06.2027 **Advertising deadline:** 04.05.2027 **Editorial deadline:** 02.04.2027	**Development and components** e.g. drive technology, design, fluid technology, product development, sensor technology **Drive technology** e.g. small drives, piezo technology, plain bearings, roller bearings, motors, gears, couplings, controls, linear technology **Labelling/UDI** e.g. labelling, identification technology, barcodes, data matrix, RFID, data management, traceability, UDI, services **Microsystems technology** e.g. micromachining, development, networking, new application technologies **Technology for life sciences** e.g. microfluidics, plastics processing, automation, robotics, quality assurance	**robotics** **Laser technology** e.g. marking, cutting, welding, laser beam sources, lasers in medical products **NEW: Life sciences** e.g. microfluidics for POCT, laboratory automation, platforms for test kits, valves for bioreactors, digital solutions for laboratories and bioproduction, bioprinting solutions	**KPA / Kuteno** Bad Salzuflen, 01.06.-03.06. **EPHJ** Geneva, 08.06.-11.06. **Swiss Medtech Day** Bern, 09.06. **ACHEMA** Frankfurt, 14.06.-18.06. **automatica** Munich, 22.06.-25.06. **Laser World of Photonics** Munich, 22.06.-25.06. **World of Quantum** Munich, 22.06.-25.06.
4/2027 **Publication date:** 02.08.2027 **Advertising deadline:** 06.07.2027 **Editorial deadline:** 07.06.2027	**Materials** e.g. ceramics, plastics, metals, fibre composites, textiles **Surface technology** e.g. coating, grinding, polishing, plasma technology **Cleaning technology** e.g. parts cleaning, cleaning systems, special cleaning technologies, analysis and testing methods, quality assurance **Development and components** e.g. drive technology, design, fluid technology, product development, sensor technology	**Sustainability** e.g. designing, developing and manufacturing sustainable medical products, return systems, packaging, life cycle assessment, Supply Chain Due Diligence Act, CSRD, carbon footprint, sustainable materials, short transport routes **NEW: Insulin pens** e.g. manufacturing automation, control technology, cobots, mobile robots, sensor technology, grippers, handling, laboratory automation, robots in medical environments, assistive robotics, micro- and nanorobots	**Medical Technology Ireland** Galway, September 2027 **Swiss Medtech Expo** Lucerne, 14.09.-15.09. SWISS MEDTECH EXPO

PRINT

EDITORIAL SCHEDULE 2027

medizin & technik

ISSUE	THEMES	SPECIAL SECTIONS	TRADE FAIRS & EVENTS
5/2027 **Publication date:** 10.09.2027 **Advertising deadline:** 17.08.2027 **Editorial deadline:** 16.07.2027	**Assembly/handling/robotics** e.g. systems, automatic pick & place machines, grippers, positioning, conveying, tools, testing technology, planning, micro-assembly, dispensing technology **Packaging technology** e.g. packaging machines, packaging solutions, packaging design, materials **Development and components** e.g. drive technology, design, fluid technology, product development, sensor technology **Joining technology** e.g. bonding, dispensing technology, welding, screw fastening	**Manufacturing/3D printing/ machine tools** e.g. automation, laser technology, assembly/handling, surface technology, cleanroom techn., tool and mould making, digitalisation in production **Plastics technology** e.g. injection moulding machines, mould making, handling, cleanroom production, multi-compon. technology, hot runner technology, packaging technology **Web session “Quantum technologies in medicine” on 29.09.2027**	**FACHPACK** Nuremberg, 21.09.-23.09. **all about electronic solutions** Ulm, 29.09.-30.09. **EMO** Milan, 04.10.-08.10. **Parts2clean** Stuttgart, 05.10.-07.10. **Medical Technology Germany** Ulm, 06.10.-07.10. **Fakuma** Friedrichshafen, 11.10.-15.10.
6/2027 **Publication date:** 05.11.2027 **Advertising deadline:** 11.10.2027 **Editorial deadline:** 10.09.2027	**Microsystems technology** e.g. micromachining, development, networking, new application technologies **Electrical components** e.g. cables, switches, batteries, heating elements, connectors, stencils, printed circuit boards **Tool and mould making** e.g. design, conformal cooling, manufacturing processes, materials for tools and moulds, surface texturing **Cleanroom technology** e.g. cleanroom planning, cleanroom equipment (air filters, sensors, etc.), solutions for cleanroom production **Development and components** e.g. drive technology, design, fluid technology, product development, sensor technology	**Automation** e.g. Industry 4.0, artificial intelligence, sensor technology, lab automation, traceability, robotics/handling, ident technology **COMPAMED trade fair** COMPAMED	**Smart Health Europe** Berlin, 26.10.-28.10. **Formnext** Frankfurt, 26.10.-29.10. **CPHI** Frankfurt, 09.11.-11.11. **MEDICA/COMPAMED** Düsseldorf, 15.11.-18.11. **SPS** Nuremberg, 23.11.-25.11. **Pharmapack Europe** Paris, January 2028

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RATE CARD 2027

ADS: TECHNICAL DATA

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Email
media.industrie@konradin.de



MAGAZINE FORMAT: DIN A4, 210 mm wide x 297 mm high, untrimmed: 216 mm wide x 303 mm high

TYPE AREA:
188 mm wide x 270 mm high, 4 columns, each 44 mm wide

PRINTING AND BINDING:
Web offset, perfect binding

POSITION: Rate for guaranteed position (from 1/3 page), 10% surcharge

COLOUR: Print colours (CMYK) in accordance with ISO 2846-1

FORMATS: from page 14 onwards

AGENCY COMMISSION:
15% on print media, 10% on digital media

PAYMENT CONDITIONS:
2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date.
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→ CONTACTS
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melanie.strauss@konradin.de

→ Details at: media.industrie.de
→ SEE NEXT PAGE FOR FORMATS

(Rates valid as of 01.10.2026, in €, plus VAT)

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ADS: STANDARD FORMATS

1/1 PAGE

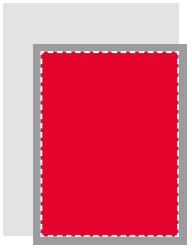


TRIM SIZE
210 x 297 mm

TYPE AREA
188 x 270 mm

TRIM SIZE	TYPE AREA
6,170.00	5,880.00

JUNIOR PAGE



TRIM SIZE
151 x 205 mm

TYPE AREA
140 x 190 mm

TRIM SIZE	TYPE AREA
4,080.00	3,800.00

1/2 PAGE

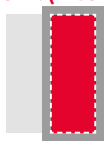
LAND. (4-COL.)



TRIM SIZE
210 x 150 mm

TYPE AREA
188 x 133 mm

PORT. (2-COL.)



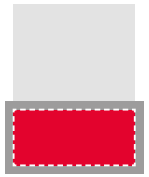
TRIM SIZE
103 x 297 mm

TYPE AREA
92 x 270 mm

TRIM SIZE	TYPE AREA
3,420.00	3,210.00

1/3 PAGE

LAND. (2-COL.)



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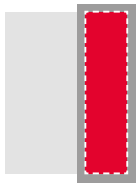
TYPE AREA
188 x 88 mm

PORT. (1-COL.)



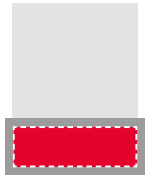
TRIM SIZE
71 x 297 mm

TYPE AREA
60 x 270 mm

TRIM SIZE	TYPE AREA
2,300.00	2,170.00

1/4 PAGE

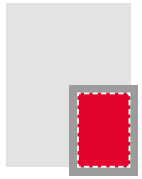
LAND. (4-COL.)



TRIM SIZE
210 x 82 mm

TYPE AREA
188 x 65 mm

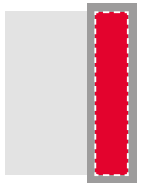
LAND. (2-COL.)



TRIM SIZE
103 x 150 mm

TYPE AREA
92 x 133 mm

PORT. (1-COL.)



TRIM SIZE
55 x 297 mm

TYPE AREA
44 x 270 mm

TRIM SIZE	TYPE AREA
1,730.00	1,630.00

Ad size

Trim size

3 mm bleed

Formats: width x height in mm
Trim size: add 3 mm to each side

up to 4 colours

(Rates valid as of 01.10.2026, in €, plus VAT)

FREQUENCY DISCOUNTS

5% from 3 placements

10% from 6 placements

→ SPECIAL FORMATS AND AD SPECIALS

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SPECIAL FORMATS AND POSITIONS

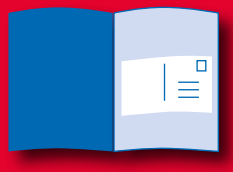
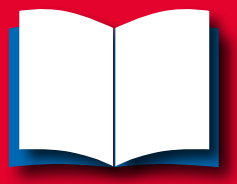
FORMATS	SPECIFICATIONS		TRIM SIZE	TYPE AREA	RATE (up to 4c)
2nd, 3rd or 4th COVER PAGE trim size			210 x 297		**6,330.00**
1/3 PAGE NEXT TO EDITORIAL trim size type area			71 x 297	60 x 270	**2,380.00** **2,250.00**
TEXT BOX AD 1/4 page horizontal, 4c	3 placements 6 placements	Consisting of text, image, logo, company address incl. preparation of print-ready files	188 x 65		**2,640.00** **4,750.00**
AD IN EDITORIAL SECTION 60 mm wide	Max. height 50 mm, minimum height 20 mm, surrounded by editorial content on at least 3 sides, placement: in News section		60 x spec.		per mm 50,20
ADVERTORIAL	Regular ad rates (from 1/2 page, 4c), see page 14 for rate table, 4c, produced by Konradin, layout adapted to medizin&technik				**from 3,420.00**
COVER PAGE	Booking subject to editorial approval and includes cover page and cover story.				**6,200.00**
SPECIAL SECTION COVER	Is designed by the editorial team and introduces a trade fair section or a special section. Your image on the special section cover is complemented by a technical article of up to two pages (see p. 17).				**3,210.00**
					BASIC RATE per year
CLASSIFIED ADS	PREMIUM COMPANY PROFILE (online) BUSINESS CARD (print) *more on page 30* COMPANY PROFILE + BUSINESS CARD COMBO			60 x 82	**2,050.00** **1,320.00** **3,100.00**

up to 4 colours

Formats: width x height in mm
Trim size: add 3 mm to each side

(Rates valid as of 01.10.2026, in €, plus VAT)

AD SPECIALS

	SPECIFICATIONS	RATES
LOOSE INSERT up to 25 g 	With reference to insert in magazine. Partial allocation by first digit of postcode is possible.	**290.00** per thsd. Partial inserts on request
TIP-ON/POSTCARD/POST-ITS 	Postcard, Automatic gluing Minimum size of carrier ad: 1/1 page Post-its, booklets, product samples and other glued-on advertising materials, manual gluing	**75.00** per thsd. **55.00** per thsd.* plus carrier ad upon request
BOUND INSERT 	**1 leaf = 2 pages** 135–180 gsm **2 leaf = 4 pages** 80–180 gsm	**6,190.00** **11,075.00**

	SPECIFICATIONS	RATES
DOUBLE GATEFOLD BOUND INSERT 	Bound insert opening towards the centre of the magazine.	**15,290.00**
GATEFOLDER 	Fold-out inside cover (gatefold)	**15,810.00**
COVER FLAP 	105 mm wide, attached on left-hand side with title logo featured on front	**7,530.00**

→ TECHNICAL SPECIFICATIONS

→ Details at: media.industrie.de

(Rates valid as of 01.10.2026, in €, plus VAT)

SPECIAL SECTIONS

EYE-CATCHING COVERS FOR SPECIAL TOPICS!

In the theme issues and special sections, medizin&technik readers receive detailed background information, analyses and trends on a specific topic area. Your image introduces a theme issue or special section.

SERVICES

- Special section cover image
- Descriptive text on cover image
- Additional article on special section cover image on one of the following pages



YOUR PRODUCT ON THE SPECIAL SECTION COVER PAGE

Special section cover image + technical feature **3,210.00**

(Rates valid as of 01.10.2026, in €, plus VAT)

ISSUES

1/2027
PD: 12.02. | AD: 21.12.26 | DD: 04.01.
Digitalisation/AI

2/2027
PD: 30.04. | AD: 08.03. | DD: 22.03.
Sensor technology, endoprostheses

3/2027
PD: 04.06. | AD: 06.04. | DD: 20.04.
Robotics and life sciences

4/2027
PD: 02.08. | AD: 07.06. | DD: 21.06.
Sustainability, insulin pens

5/2027
PD: 10.09. | AD: 20.07. | DD: 03.08.
Manufacturing/3D printing/machine tools, plastics technology

6/2027
PD: 05.11. | AD: 09.09. | DD: 20.09.
Automation, COMPAMED

SPECIAL SECTIONS IN ADDITIONAL ISSUES AND AT TRADE FAIRS?

GET IN TOUCH
→ MEDIA SALES CONTACT

PD = publication date, AD = advertising deadline, DD = data delivery

→ GUIDELINES SPECIAL SECTIONS

PRINT

MEDICAL TECHNOLOGY HIGHLIGHTS

GET YOUR INNOVATIONS NOTICED!

Your advertorial reaches your audience across multiple touchpoints – in our magazine, e-paper and on our high-traffic online portal. Online, it is featured prominently in the “Medical technology highlights” section.

To maximise visibility, we also promote your advertorial in our editorial newsletter. This gives your content additional reach across channels and ensures greater impact with your target audience.

CROSS-MEDIA OFFER



ADVERTORIAL PRINT

+ ONLINE ADVERTORIAL ON THE WEBSITE

+ TEASER IN NEWSLETTER

→ Continue

€

CROSS-MEDIA ADVERTORIAL

1/1 page advertorial (print)
+ online advertorial (website)
+ teaser in newsletter

4,650.00

2/1 page advertorial (print)
+ online advertorial (website)
+ teaser in newsletter

7,000.00

(Rates valid as of 01.10.2026, in €, plus VAT)

EXCLUSIVE BENEFITS

- Publication of your advertorial in an issue of medizin&technik of your choice
- Publication of your advertorial in the “Medical technology highlights” section of our online portal
- Active promotion of your advertorial in a medizin&technik newsletter



PRINT ADVERTORIAL 1/1



PRINT ADVERTORIAL 2/1

PRINT

MEDICAL TECHNOLOGY HIGHLIGHTS

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT

MEDICAL TECHNOLOGY IN THE SPOTLIGHT

medizin & technik

MEDICAL TECHNOLOGY IN THE SPOTLIGHT – DOUBLE-PAGE IMAGE PROMOTION

A large-format visual feature across a double-page spread. A striking image brings technological expertise, innovation or industrial applications to life. The accompanying text provides background information and explains the application and benefits. Your company is clearly identified and positioned as an expert solutions provider.

BENEFITS FOR ADVERTISERS

Maximum attention:
A large-format double-page spread with strong visual impact & powerful images.

Brand building through storytelling:
Striking images make complex technologies easy to understand – position your company as an innovator rather than using conventional product advertising.

Strong reader appeal:
Visually compelling content attracts more attention and is more memorable.

Showcase your technology leadership: Strengthens your positioning as an industry innovator within a high-quality editorial environment.

Long-lasting impact: Powerful imagery stays in readers' minds.



MEDICAL TECHNOLOGY THAT INSPIRES

Ideal for companies looking to strengthen their brand, showcase their technological expertise and present innovations in a high-quality editorial environment.

DOUBLE-PAGE IMAGE PROMOTION

Double-page image	4,000.00

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de


SEO
DEVELOPMENT
PROMOTION
DIGITAL
MARKETING
STRATEGY
AD
ADVERTISING
BRAND
SOCIAL MEDIA
TARGET
ANALYSIS

DIGITAL

THE PORTAL FOR MEDICAL TECHNOLOGY

Everything under the same roof - the German-language online portal medizin-und-technik.de has everything medical technology professionals need to know. With just one click, users can find out more about the world of technology and research, what's happening on the market, trends and details from the world of medicine. Users are also kept up to date on medical device legislation.



YOUR BENEFITS OF BANNER ADVERTISING

- Increased brand awareness
- Support throughout complex decision-making processes
- Placement in a trusted editorial environment
- Measurable performance and optimisation
- Support for lead generation
- A valuable addition to your marketing mix

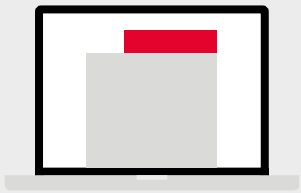
DIGITAL

MEDIZIN-UND-TECHNIK.DE

→ ADVERTISING FORMATS AND RATES

ADVERTISING FORMATS & RATES

LEADERBOARD



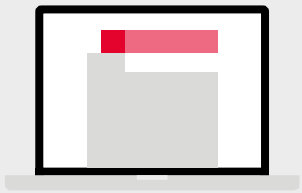
Size: 728 x 90 pixels



300 x 50 pixels

630.00

LARGE LEADERBOARD
EXPANDABLE LEADERBOARD



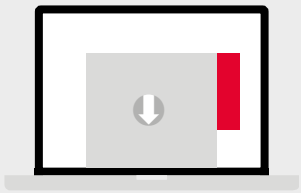
Size: 970 x 90 pixels or
728 x 90 + 728 x 300 pixels



300 x 50 pixels

700.00

(STICKY) SKYSCRAPER
(STICKY) WIDE SKYSCRAPER



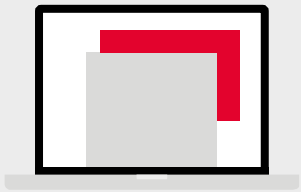
Size: 120 x 600 pixels
160 x 600 pixels



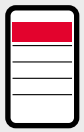
300 x 50 pixels

630.00

HOCKEYSTICK / WALLPAPER



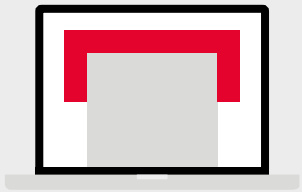
Size: 728 x 90 and 160 x 600 pixels
or
970 x 90 and 120 x 600 pixels



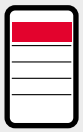
300 x 75 pixels

1,240.00

FRAME AD



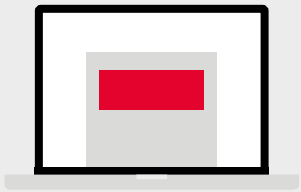
Size: 160 x 600 and
1,125 x 90 and 160 x 600 pixels



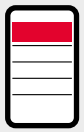
300 x 75 pixels

1,460.00

BILLBOARD



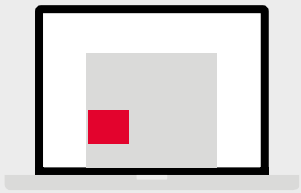
Size: 970 x 250 pixels



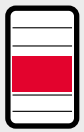
300 x 75 pixels

760.00

MEDIUM RECTANGLE / VIDEO AD



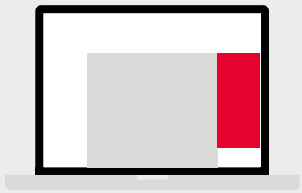
Size: 300 x 250 pixels



300 x 250 pixels

630.00

HALF-PAGE AD



Size: 300 x 600 pixels



300 x 600 pixels

1,340.00

ENHANCE YOUR BANNER ADVERTISING WITH ADDITIONAL AD-VERTISING FORMATS:

Sponsored Article PLUS

Medical technology highlights

(Rates valid as of 01.10.2026, in €, plus VAT)

Placement on desktop and tablet:
Size and position in pictures illustrative. Placement in rotation with a maximum of two other banners.

→ Details at: media.industrie.de

DIGITAL

NEWSLETTER

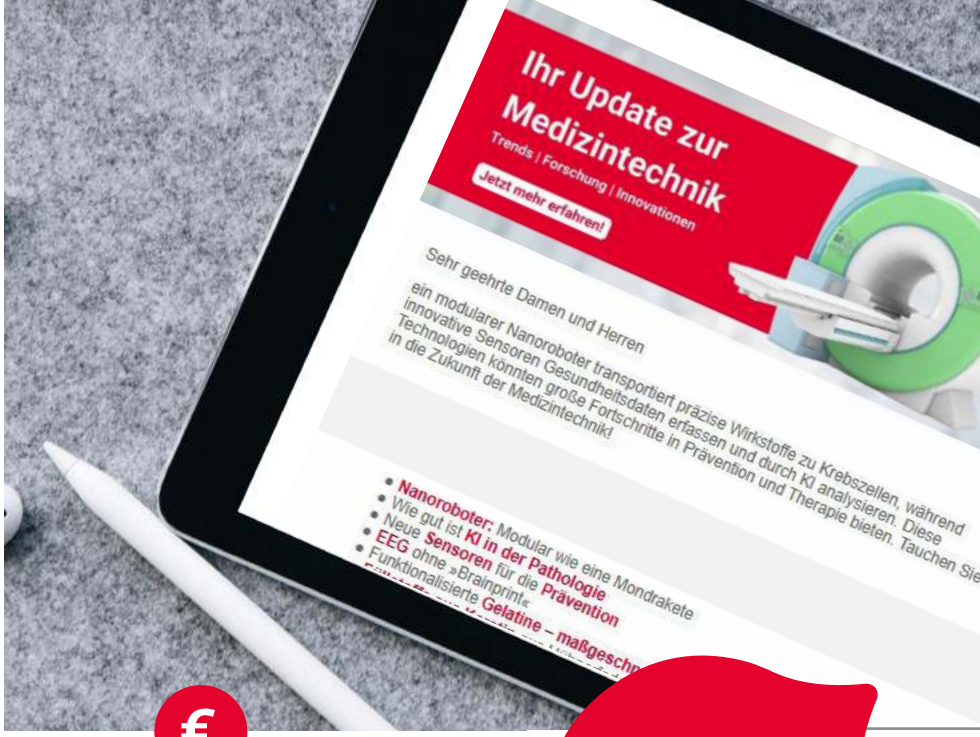
MEDIZIN&TECHNIK-NEWS

The newsletter provides relevant news and the latest updates from the medical technology sector – presented in a concise format for engineers, developers and decision-makers. It focuses on industry-specific news, career topics with practical relevance, innovative projects from technical fields, and research news at the interface between technology and medicine. The content is aimed at specialists and executives who want to keep track of technological developments, explore career opportunities and stay informed about new ideas and developments from science and industry.

FREQUENCY:
Fortnightly on Fridays and around the most important trade fairs

DISTRIBUTION: approx. 3,580 recipients

TARGET AUDIENCE:
Manufacturers of medical devices, products and components; employees in development and production departments; and managing directors in the medical technology sector.



Ad format*/position		Size in pixels (w x h)	Rate
Leaderboard above header		728 x 90**	1,050.00
Text/image ad		image 200 x 150 and text 300 characters incl. spaces	860.00
Full banner		468 x 60** 590 x 100**	860.00
Medium rectangle		300 x 250	860.00
Button		192 x 192	500.00

*Size and position in picture illustrative. **Display on mobile devices: scaled to a width of 300 pixels

(Rates valid as of 01.10.2026, in €, plus VAT)

SIGN UP FOR THE NEWSLETTER:
www.medizin-und-technik.de/newsletter

→ SEND DATA TO:
auftragsmanagement@konradin.de

→ Details at: media.industrie.de

WITH YOU AS THE EXCLUSIVE PARTNER, THE STANDALONE NEWSLETTER GIVES YOUR MESSAGE MAXIMUM IMPACT. AS AN ESTABLISHED TRADE MEDIA BRAND, MEDIZIN &TECHNIK IS A TRUSTED AND INFLUENTIAL SOURCE OF INFORMATION FOR YOUR TARGET AUDIENCE.

The standalone newsletter is distributed to subscribers of the regular medizin&technik newsletter under the medizin&technik brand and in its corporate design. You choose the topic, content and mailing date of the newsletter. We take care of everything else – from distribution to reporting.



Services and rate (minimum lead time: 2 weeks)

- Welcome text
- Contact details
- 3 - 5 individual articles incl. pictures
- Imprint

PACKAGE PRICE **4,200.00**

Agency commission: 10% on digital products (not on handling costs)

(Rates valid from 01.10.2026, in €, plus VAT)

STANDALONE NEWSLETTER

DIGITAL

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

USE OUR QUALITY CONTACT DATABASE TO REACH NEW TARGET AUDIENCES FOR YOUR COMPANY!

Select the relevant criteria for your email campaigns from our qualified contact database:

- REGION
- INDUSTRY
- COMPANY SIZE
- FUNCTION
- POSITION

We take care of every aspect of your email campaign – from distribution through to reporting. This enables you to reach interested prospects and potential customers efficiently and in a targeted manner. Repeat mailings can further increase response rates.

You decide on the content and design of your email campaign. This enables you to address your chosen target audience with precision and relevance.

YOU CAN CHOOSE BETWEEN TWO DESIGN OPTIONS FOR YOUR NEWSLETTER:

- **Integration of your HTML template in accordance with our standards**
- **Selection from four professionally designed templates for your email campaign**

GDPR-compliant



EMAIL CAMPAIGNS

DIGITAL

SERVICES AND RATES

(minimum lead time: 2 weeks)	Handling:	Per address:
Handling:	**800.00**	

1 email campaign, 1 proof for review, 1 selection, use of the existing template, distribution and reporting

Address rental:		**from 0.95**

Minimum order volume: 1,000 addresses = 950.00

Repeat email campaigns:	**110.00**	**from 0.40**

1 reminder using the same content, template and address selection

(Rates valid as of 01.10.2026, in €, plus VAT)

TIP:
Email campaigns are a highly effective tool for promoting roadshows, in-house exhibitions, open days, trade fairs, webinars, webcasts and product presentations.

→ **SEND DATA TO:** auftragsmanagement@konradin.de

→ **Details at:** media.industrie.de

KEYWORD-BASED NEWSLETTER

REACH YOUR TARGET GROUPS EVEN MORE EFFECTIVELY WITH OUR CUSTOMISED SOLUTIONS

Benefit from personalised campaigns for selected target audiences, precisely tailored to the needs and interests of your prospective customers.

YOU FOCUS ON CONTENT – WE MANAGE THE CAMPAIGN AND HELP YOU ACHIEVE YOUR GOALS

KEYWORD-BASED NEWSLETTER:
We target only those recipients who have demonstrated an interest in your subject area during the relevant period. This allows you to reach highly relevant contacts with a strong affinity for the subject.

ACCOUNT-BASED NEWSLETTER:
We specifically target the companies that are of particular interest to you.
These include, for example, potential new customers or selected target accounts that are not yet part of your customer base.



€

SERVICES AND RATES
(minimum lead time: 2 weeks)

	Rate per address:
Handling	**800.00**
Database selection, email template, one proof for review, distribution and reporting	
Selection and address rental based on agreed criteria	
up to 500 addresses	**5.20 each**
up to 1,000 addresses	**4.70 each**
over 1,000 addresses	**4.20 each**
Multiple email campaigns	**110.00**
per address	**from 1.80**
One reminder mailing with the same content, template and target group selection	

Agency commission:
10 % on digital products (not on handling costs)

(Rates valid as of 01.10.2026, in €, plus VAT)

→ **SEND DATA TO:**
auftragsmanagement@konradin.de

→ **Details at:**
media.industrie.de

LINKEDIN – SPONSORED POST

BOOST YOUR REACH EFFECTIVELY WITH A SPONSORED POST.

YOUR CONTENT ON OUR LINKEDIN CHANNEL!



YOUR BENEFITS

Reach the right audience
Connect with your target audience where they stay informed every day.

Thought leadership
Strengthen your expertise and brand awareness in the B2B sector.

Measurable & transparent
Track performance and engagement with clear metrics.

High credibility
Benefit from the trust our community places in us for your communication.

Your social media presence on LinkedIn: relevant, visible and effective.

Visit medizin&technik on LinkedIn:
https://www.linkedin.com/company/medizinundtechnik/

SERVICES AND RATES

(minimum lead time: 2 weeks)

Image post with text	
max. 1,900 characters Image formats: JPG/PNG Square: 1,920 x 1,920 px Portrait: 1,080 x 1,350 px	
Video post	
max. 3 min max. 5 GB, 192 Kbit/s – 30 Mbit/s	
Rate per post	**900.00**

Data submission: 1 week prior to publication date

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

CONTENT MARKETING

CONTENT MARKETING BOOSTS YOUR VISIBILITY AND ATTRACTS NEW PROSPECTS TO YOUR BUSINESS.

Konradin Industrie's content marketing advertising options convey your messages to your target audience – persuasively, effectively and packed with information.

Combined with your traditional advertising, we help you sustainably strengthen and expand your position as a trusted source of expertise among your key target audiences.



YOUR BENEFITS:

- Your content provides real benefits and added value to the reader/user.
- Your advertising and brand message is embedded in well-researched editorial articles on websites.
- Benefit from the high credibility and professional competence of our media brands.
- Your campaign will tap into the full potential of our target audiences.

SPONSORED ARTICLE PLUS

IN BRIEF: You provide the text and the editorial team will review and edit it as needed. We recommend that you do not include any promotional messages in the text.

PLACEMENT: Integration as article (teaser) in the editorial section of the homepage. Teaser of your sponsored article via a LinkedIn post for the duration of the campaign.

RUNNING TIME: Placement on the homepage is limited to an agreed period of time (minimum 4 weeks). After that, the sponsored article can still be found in the archive. You can start at any time.

SERVICES AND RATES

Package rate per website

SPONSORED ARTICLE PLUS	3,150.00

- Sponsored article will be marked as "advertisement"
- up to max. 6,000 characters (DOC) incl. spaces
- plus 1 teaser image and a maximum of 2-3 additional images
- plus links within the text

LinkedIn post as teaser for the sponsored article for the duration of the campaign

(Rates valid as of 01.10.2026, in €, plus VAT)

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT+ DIGITAL

COMPANY PROFILE | BUSINESS CARD

PREMIUM COMPANY PROFILE

Boost the visibility of your company and its services – with a Premium Company Profile across the Konradin Industrie network.

Showcase your company within Konradin Industrie's online network on industrie.de and 13 additional websites, including:

- Company logo and individual header image
- Links to your social media accounts
- Description of your company incl. 3 images
- 10 individual categories
- In addition up to 3 offers, videos or PDFs
- Company address and contact details, including links to your website and email address
- Your published content displayed across the Konradin Industrie network

PRESENCE ON 14 WEBSITES



BUSINESS CARD

Your print business card includes:

- 1 year visibility
- in the trade magazine of your choice
- in the relevant category*

(* Categories -> see details)

C-TEILE-MANAGEMENT

BOSSARD
Proven Productivity

Bossard Deutschland GmbH
www.schrauben-gross.de

Bossard ist ein weltweit führender Spezialist für Verbindungs-, Befestigungs- und Montagetechnik mit rund 3.000 Mitarbeitenden in 33 Ländern. Bossard Deutschland in Leinfelden-Echterdingen versorgt Industriekunden mit maßgeschneiderten Kanban-Dienstleistungen, Verbindungselementen, Werkzeugen und Sonderanfertigungen. Im Mittelpunkt stehen Qualität, Innovation und langjähriges Know-how. Mit der schnellen Verfügbarkeit von 107.000 Artikeln und maßgeschneidertem C-Teile-Management reduzieren wir Ihre Beschaffungskosten um bis zu 70 %.



SPECIAL PACKAGE RATE

COMPANY PROFILE & BUSINESS CARD PACKAGE

€

PREMIUM COMPANY PROFILE	ONLINE RATE	PRINT + ONLINE COMBINATION
Basic rate for 1 year	2,050.00	3,100.00

Start possible anytime

Agency commission: 10% on digital products

PRINT BUSINESS CARD IN THE TRADE MAGAZINE	FREQUENCY	PRINT RATE	PRINT + ONLINE COMBINATION
medizin&technik	1x per quarter (4 issues)	1,320.00	3,100.00

Entry possible with any issue

(Rates valid as of 01.10.2026, in €, plus VAT)

→ Details at: media.industrie.de

→ SEND DATA TO: auftragsmanagement@konradin.de

WHITE PAPER



PAY-PER-LEAD

CONCEPT AND BENEFITS

- You provide a white paper relevant to your target audience, which is published exclusively by Konradin.
- Together, we define the desired number of qualified leads within your target audience. Based on your white-paper package, we then generate the agreed number of qualified, GDPR-compliant leads.

NEED HELP CREATING YOUR WHITE PAPER?

Have your white paper created by one of our specialist editors, with an optional English-language version

→ MEDIA SALES CONTACTS

SERVICES AND RATES

	Rate from
WHITE PAPER – PAY-PER-LEAD	**5,200.00**

- Target-group-compliant selection from our database
- Targeted email campaign to generate your guaranteed GDPR-compliant leads*
- Additional promotion across our digital channels

FURTHER OPTIONS: on request

* MQL = Marketing Qualified Leads

(Rates valid as of 01.10.2026, in €, plus VAT)

... OR REQUEST YOUR PERSONALISED QUOTE:

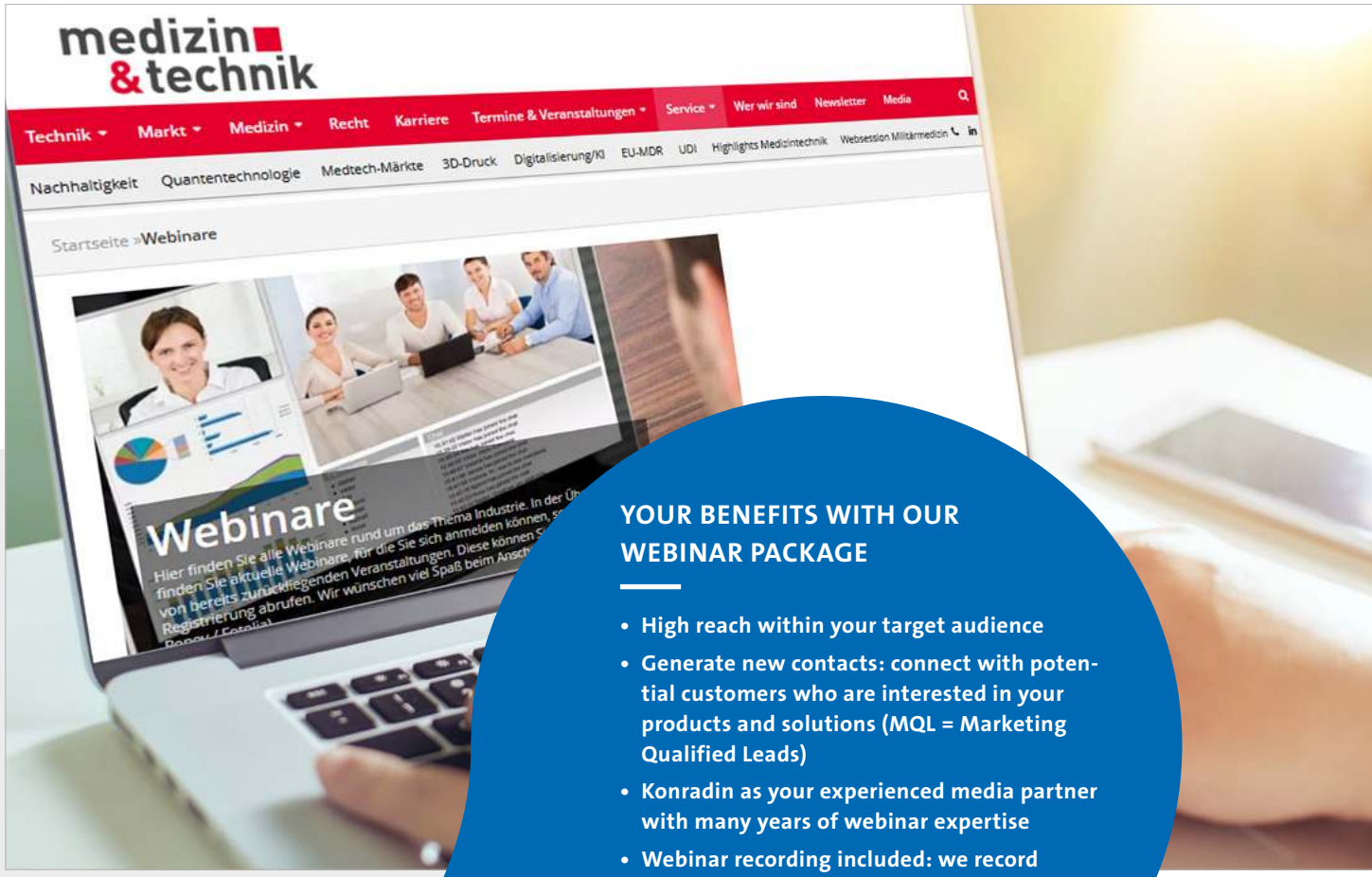
→ MEDIA SALES CONTACTS

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

WEBINAR

SHARE EXPERT KNOWLEDGE, COMMUNICATE BENEFITS, GENERATE LEADS



SERVICES AND RATES

(minimum lead time: 6 weeks)	Package rate
Webinar	**7,850.00**

- Precise selection of the target audience from our database
- Invitation email, reminder email, appointment reminder and follow-up communication
- Extensive promotion of the webinar across our channels
- Online webinar room
- Live broadcast (approx. 60 minutes)
- Professional moderation and the option to include up to two speakers from your company
- Provision of GDPR-compliant registration leads after the webinar
- Detailed reporting
- Provision as an on-demand webcast on our websites after the live event

OPTIONAL – by arrangement:

- Technical check before the live event
- Integration of a video as well as up to three polls during the live broadcast

Agency commission: 10% on digital products

YOUR BENEFITS WITH OUR WEBINAR PACKAGE

- **High reach within your target audience**
- **Generate new contacts: connect with potential customers who are interested in your products and solutions (MQL = Marketing Qualified Leads)**
- **Konradin as your experienced media partner with many years of webinar expertise**
- **Webinar recording included: we record your webinar and put it online as an on-demand webcast on our websites – for additional reach and further lead generation**

OPTIONS AT EXTRA CHARGE:

	per lead
Leads (after live webinar)	**from 70.00**
Recording of your presentation	**+500.00**

(This covers all usage rights and compensates the publisher for any addresses not received.)

(Rates valid as of 01.10.2026, in €, plus VAT)

→ **SEND DATA TO:**
media.industrie@konradin.de

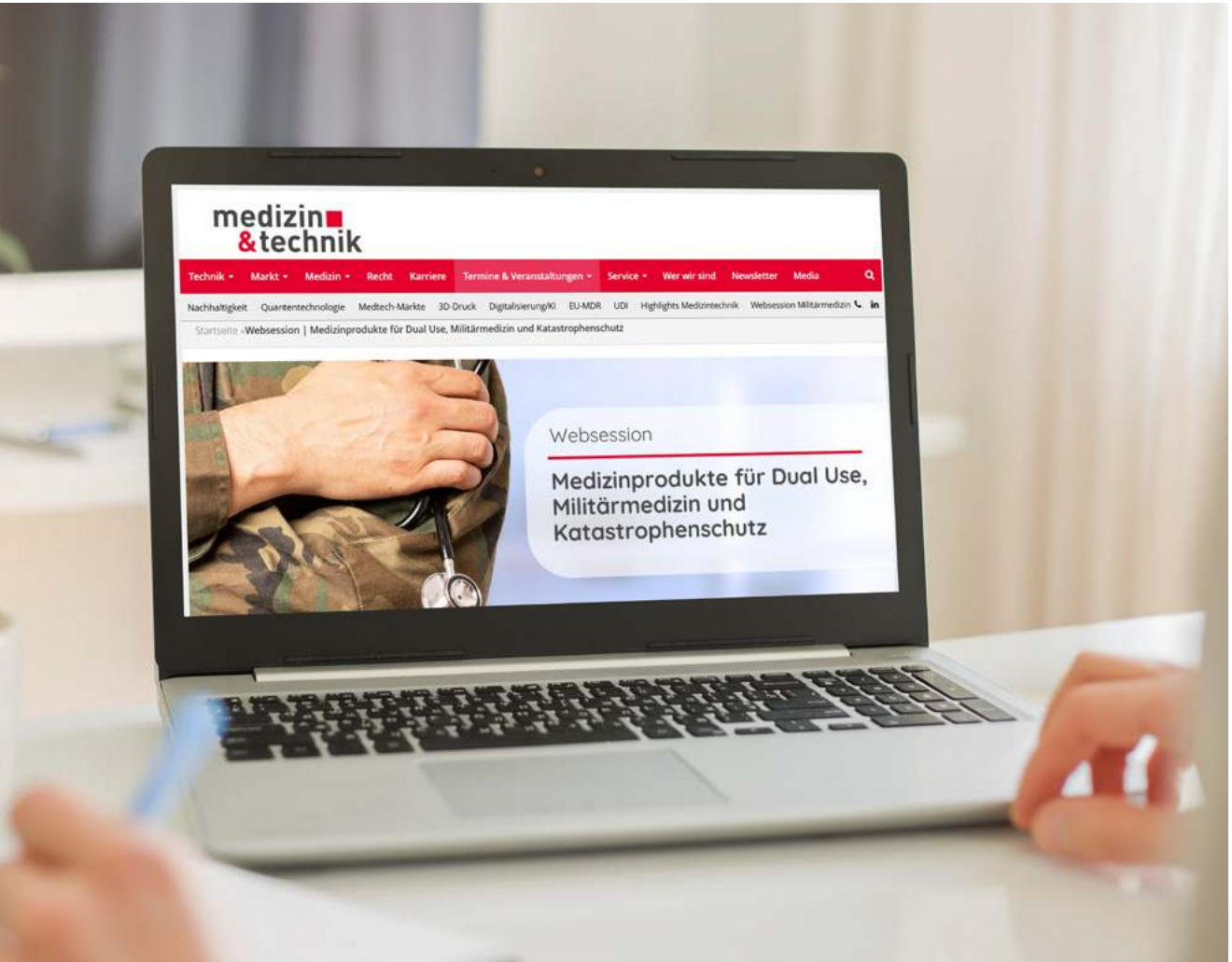
→ **Details at:**
media.industrie.de

WEB SESSIONS

USE OUR WEB SESSIONS TO PRESENT YOUR PRODUCTS AND SOLUTIONS TO A RELEVANT PROFESSIONAL AUDIENCE. INCREASE YOUR VISIBILITY WITHIN THE INDUSTRY AND GENERATE QUALIFIED LEADS FOR YOUR BUSINESS.

LOOKING FOR DIFFERENT TOPICS?

Get in touch
→ MEDIA SALES CONTACTS



Robotics in medicine

Date: 20.04.2027 | Registration deadline: 23.02.2027

Robotics in medicine covers a wide range of applications and encompasses many different technologies. What can robots already do in the operating theatre, for example – and what are they permitted to do? How do they interact with medical staff and medical devices? What data is captured, how is it analysed and how can it be used to improve performance? How can modern technologies ranging from cobots and AI to motors and sensors drive further advances? This web session explores the potential and challenges in hospitals, rehabilitation, laboratories and service applications. The key question throughout is: How can technology be used as effectively and beneficially as possible?

Quantum technologies in medicine

Date: 29.09.2027 | Registration deadline: 04.08.2027

Today, quantum technologies are still primarily encountered in research. Quantum sensors are beginning to demonstrate their potential in medical devices, while experts expect quantum computers and their immense computing power to open up new opportunities for advanced products – as well as new risks, particularly in the field of cybersecurity. This web session explores the potential of this technology for the medical technology sector. Don't miss this industry-specific update on the latest developments in this technology of the future.

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