Interview mit AOK-Chef Litsch
„Bauchläden sind noch sehr beliebt“
Henning Eichhorst
1:0 für den Schiedsrichter

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Hauptstadtkongress
Medizin und Gesundheit
8. bis 10. Juni 2016

With the kma media you have more than 100 000 monthly contacts in the health care sector!
kma Das Gesundheitswirtschaftsmagazin

Magazine kma Das Gesundheitswirtschaftsmagazin

Short profile kma is one of the leading opinion magazine in health care management with the main focus on the hospital entity. The magazine is highly rated for its journalistic approach: The editorial team carries out comprehensive research on hospital management, joint ventures, processes, technologies and examples of best practice, with additional analytical reports and comments. The readership of kma is thus; well equipped with regard to investment recommendations and decision-making, due to the superb journalistic and interdisciplinary approach of the articles. The practice-relevant information is supplemented by daily news on the website (www.kma-online.de) as well as the kma weekly newsletter.

Target group kma’s target group includes all persons involved in the buying centre, i.e.; board members, managing directors, commercial directors, product buyers, purchasing managers, chief information officers and technical directors, hygiene managers and senior physicians and/or chief medical officers (head physicians) with budget responsibility.

Publication schedule 12 issues (monthly) + 6 special editions (2017)

Format 210 mm width, height 297 mm (A4)

Established Since 1995

Subscription rates Institutional annual subscription price €790 (Price includes VAT and shipping costs)
Single retail price €17 (Price includes VAT but excludes shipping costs)

Institutions German Federation of Hospital Engineering (FKT), Austrian Association of Hospital Engineers (ÖVKT), German Society for Integrated Care in the Health Sector (DGIV), Medica - German Association for Interdisciplinary

Publisher Georg Thieme Verlag KG
Postal address: P.O. Box 301120, 70451 Stuttgart
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kirsten.gaede@kma-mediend

Scope analysis 2014 = 12 issues + 9 special editions

Total 1474 Pages = 100,00 %
Editorial 1118 Pages = 75,8 %
Advertising; 356 Pages = 24,2 %
of which Jobs & classified ads 29 Pages = 0,2 %
Publisher's/house ads 70 Pages = 4,8 %
Bound inserts 8 Pages
Inserts 18 pieces
Booklet 1 piece
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<th>Issue month</th>
<th>Scheduled dates*</th>
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<th>Fairs/Events</th>
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* AD: Advertisement deadline; MR: Material receipt; DP: Date of publication  
kma is represented in the highlighted congresses: Subject to change
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<td>Laboratory and diagnostics</td>
<td>kma guide for Hospital technology</td>
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<td>European Health Congress (Europäischer Gesundheitskongress), Munich, 12.–13.10.2017</td>
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* AD: Advertisement deadline/ MR: Material receipt/ DP: Date of publication

** Additional print run of 17000 copies

kma is represented in the highlighted congresses: Subject to change
**Prices and formats**

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Other positions 10%

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Commerzbank Stuttgart
IBAN: DE44 6004 0071 0517 4016 00
BIC: COBADEFF600

**Magazine format**
210 mm wide, 297 mm high

**Type area**
177 mm wide, 241 mm high

**Bleed size for cutting**
each 3 mm

**Printing**
ISO standards for offset printing

**Binding**
Perfect-bound

**Print documents**
Printable PDF

**Data transfer to**
dispo@pharma.de

Ads without final borders are framed with a black outline (0.5 pt). This excludes ads with a full background. If you require other formats, feel free to contact us. The text should be positioned at least 8 mm from the border. All rates exclude value added tax.
**kma report beratung**
Special edition focusing on external consultation service around clinical management
- Advertisement deadline: 20.03.2017
- Document receipt: 24.03.2017
- Date of issue: 12.04.2017

**kma krankenhaustechnik**
A special edition published in collaboration with the German Federation of Hospital Engineering (FKT) with reports and best-practice examples for optimal hospital technology
- Advertisement deadline: 06.04.2017 and 14.08.2017
- Document receipt: 10.04.2017 and 18.08.2017
- Date of issue: 02.05.2017 and 06.09.2017

**New report radiologie**
Special issue on The German Congress of Radiology (Deutsche Röntgenkongress) focusing on new devices, applications and services in the field of radiology.
- Advertisement deadline: 06.04.2017
- Document receipt: 10.04.2017
- Date of issue: 02.05.2017

**kma haupstadtkongressmagazin**
An exclusive special edition published in cooperation with Wiso S.E. Consulting GmbH in the context of the annual Hauptstadtkongress in Berlin
- Advertisement deadline: 08.05.2017
- Document receipt: 12.05.2017
- Date of issue: 01.06.2017

**kma report bauen & planen**
Special edition with illustrative examples and valuable information relating to new construction and renovation of clinics
- Advertisement deadline: 12.06.2017
- Document receipt: 16.06.2017
- Date of issue: 05.07.2017

**New report e-health**
Special edition on current and future topics regarding IT in the healthcare sector with examples of application in praxis as well as an outlook on future technologies.
- Advertisement deadline: 16.10.2017
- Document receipt: 20.10.2017
- Date of issue: 03.11.2017

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**Prices Special editions, Price list no. 16 applicable from 1st January 2017**

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kma-online supplements the journalistic quality of the magazine. The editors prepare daily updates of news in the hospital sector by including self-researched information. Whether it is the new building or the renovation of a clinic, current legal judgement, policy decisions or human resource information – all this can be found on kma-online directly and instantly. kma-online is a source of additional, comprehensive services such as job market, company profile and events calendar. These magazine columns increase the user-value of this highly frequented expert-information page relating to clinical management. With approximately 105000 PIs and ca. 57000 visits (according to IVW-audit of 09/2016) per month, kma-online is one of the largest portals of its kind for commercial and technical clinical decision-makers.

Similar to the print magazine, kma-online is targeted to managing directors, commercial directors, purchasing managers as well as product purchasers, chief information officers and senior physicians or chief medical officers (head physicians) with budget responsibility. Moreover, kma-online is a constant companion of aspiring executives in the health care industry.

The figures in the table are mean yearly numbers for the whole year (based on 09/2016 data).

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**kma goes Social Media**

www.twitter.com/kmamedien, more than 2300 followers*  
http://to.kma-online.de/ou118, more than 3600 followers*

* Stand 09/2016
### Advertisement Form Pricing

<table>
<thead>
<tr>
<th>Advertisement form</th>
<th>Format (Pixel)</th>
<th>Positioning</th>
<th>Cost per mille (CPM)</th>
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<td>300 x 250</td>
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<td>Skyscraper</td>
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* content ads - further information on request

### Website Rates and Formats

**File formats**
- Banner: GIF, JPG, Flash, HTML, max file size 80 kb (Please specify destination URL in the order)
- Images: JPG or GIF

**Further formats available on request. All rates exclude value added tax (VAT).**

Banners are delivered on all kma pages. Multiple banners for a section are shown interchangeably per page view (rotation).
<table>
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<td>Medium Rectangle</td>
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**Stand Alone Newsletter**

With the Stand-Alone Newsletter you are able to take advantage of the strong kma brand as an avenue for disseminating your information to the kma readership!

**kma newsletter**

The weekly newsletter with over 7500 subscribers (registration through “double opt-in”) offers timely information to decision-makers from the sector about current affairs from health care management.

**Special newsletter on conhIT:**

**Special newsletter on MEDICA:**

**Time limit**

Publication schedule weekly, usually on Wednesdays

Advertising deadline 3 days prior to publication

Receipt of final documents 2 days prior to publication

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* including a link to a Website of your choice