International healthcare professionals want to hear your message, clearly and dynamically designed.
Visitors by profession

healthcare-in-europe.com (HiE) is a platform for the latest trends in medical technology, innovative procedures and advances in medical research.

We cover a broad range of topics from diagnostic imaging, therapy, eHealth, automation, lab and digital pathology to market trends and healthcare insights.

Hot topics and company news are published in real-time.

healthcare-in-europe.com is a high traffic portal for relevant news, interviews, background reports and case studies.

We are your guide to the world of medical technology in hospitals and clinics in Europe.

200,000 page visits per month  125,000 unique visitors per month  42,000 newsletter subscribers  3-4 min average visit time
Percentage of users by area

- Europe: 73.27%
- Asia: 13.40%
- Africa: 1.92%
- Americas: 10.38%
- Oceania: 1.03%
**Website Banners**

- **Super banner**: This premium-sized banner is exclusively positioned at the very top of the home page – making your ad #1.

- **Content banner**: Place your banner right in the midst of news and editorial content.

- **Header banner**: The "classic" ad format – attractive placement.

- **Rectangle banner**: Compact and efficient with generous spacing.

- **Inread banner & Inread text ad**: Place your message right at the heart of our content. Displayed in targeted categories or in every article.

- **Skyscraper banner**: This format gives your content plenty of room to rise up high. Follows users’ scrolling movement.

- **Banners dynamically adapt to screen size**
**Sponsored articles**

- **Widescreen**
  Extra wide image for extra prominent placement.

- **Square**
  Compact and efficient placement for your product/solution.

- **Superscreen**
  Placement across the whole upper screen guarantees premium visibility.

- **Product of the Month (POM)**
  Inverted overlay makes your product stand out.

- **Video ad**
  Set your message in motion.

- **Half-row**
  Special format captures the viewers’ attention.
**eNewsletter**

*Reach up to 40,000 healthcare professionals by placing your banner and text ad in our eNewsletter!*

In addition to our monthly HiE-eNewsletter, we also send out **special editions** in conjunction with many medical fairs and congresses.

Click here for Special Editions (pg 10)

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**Desktop view**

**Header banner**
First things first – place your banner at the pole position.

**Sponsored article**
Your content, conveniently delivered to your target group.

**Content banner**
Place your banner right midst of news and editorial content.
### Sizes & Rates: Website Banners

<table>
<thead>
<tr>
<th>Banner</th>
<th>Position</th>
<th>Placement</th>
<th>Price in €</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Super banner</strong></td>
<td>Top</td>
<td>home, category, selected articles</td>
<td>International</td>
<td>D-A-CH</td>
</tr>
<tr>
<td>(1 week*)</td>
<td></td>
<td></td>
<td>1,500</td>
<td>900</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Desktop/Tablet: 2800 x 600px Mobile: 400 x 600px</td>
<td></td>
</tr>
<tr>
<td><strong>Header banner</strong></td>
<td>Top</td>
<td>✓</td>
<td>3,500</td>
<td>1,900</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Desktop: 1150 x 100px Tablet: 690 x 75px Mobile: 270 x 270px</td>
<td></td>
</tr>
<tr>
<td><strong>Content banner</strong></td>
<td>Best</td>
<td>✓</td>
<td>2,900</td>
<td>1,600</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Desktop/Tablet: 400 x 400px Mobile: 400 x 400px</td>
<td></td>
</tr>
<tr>
<td><strong>Rectangle banner</strong></td>
<td>Top/Best</td>
<td>✓</td>
<td>2,500/2,100</td>
<td>1,400/1,200</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>All devices: 400 x 400px</td>
<td></td>
</tr>
<tr>
<td><strong>Skyscraper banner</strong></td>
<td>Article listings (e.g. site search, tag lists)</td>
<td>✓</td>
<td>1,900</td>
<td>1,200</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Desktop/Tablet only: 160 x 600px</td>
<td></td>
</tr>
<tr>
<td><strong>Pop-up banner</strong></td>
<td></td>
<td></td>
<td>On request</td>
<td></td>
</tr>
<tr>
<td><strong>Inread banner / article</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Banner runtime is 4 weeks except for Super banner. Banners booked for categories only are 30 percent off the regular price – contact us for frequency discounts.

The material for banner ads must be submitted 2 weeks prior to publication to guarantee smooth upload and timely start of the campaign.
## Sizes & Rates: Sponsored Articles, eNewsletter, eBlasts

<table>
<thead>
<tr>
<th>Sponsored article</th>
<th>Position</th>
<th>Price in €</th>
<th>Specifications</th>
<th>eNewsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>International</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Square</td>
<td>Top/Best</td>
<td>2,500/2,200</td>
<td>Copy: 4,000 characters max. (.doc/.docx/.rtf/.txt document)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,400/1,200</td>
<td>1 - 3 images (min. width 1500px)</td>
<td></td>
</tr>
<tr>
<td>Half-row or Widescreen</td>
<td>Top/Best</td>
<td>2,800/2,400</td>
<td>Supported file types: JPG, PNG or HTML</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,700/1,400</td>
<td>Link to URL of your choice</td>
<td></td>
</tr>
<tr>
<td>Superscreen (1 week*)</td>
<td>Top</td>
<td>1,500</td>
<td>1 video - URL to YouTube or Vimeo video or video file (.mp4/.mov/.wmv/.mpg and most other common formats)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>900</td>
<td>Optional: 1 image file for preview (JPG/PNG; min. width 1500px)</td>
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</tr>
<tr>
<td>Product of the Month (POM)</td>
<td>Top/Best</td>
<td>2,500/2,200</td>
<td>Copy: 500 characters max. (.doc/.docx/.rtf/.txt document)</td>
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<tr>
<td></td>
<td></td>
<td>1,400/1,200</td>
<td>1 - 3 images (min. width 1500px)</td>
<td></td>
</tr>
<tr>
<td>Video ad</td>
<td>Top/Best</td>
<td>2,500/2,200</td>
<td>Copy: 4,000 characters max. (.doc/.docx/.rtf/.txt document)</td>
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<tr>
<td></td>
<td></td>
<td>1,400/1,200</td>
<td>Related file types: JPG or PNG</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Link to URL of your choice</td>
<td></td>
</tr>
<tr>
<td>eNewsletter</td>
<td>Header banner</td>
<td>Top</td>
<td>Dimensions: Desktop 590 x 75px Mobile 270 x 270px</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Content banner</td>
<td>Best</td>
<td>Supported file types: JPG or PNG</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,400</td>
<td>Link to URL of your choice</td>
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<tr>
<td></td>
<td>Text ad (Sponsored article)</td>
<td>Best</td>
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<td>950</td>
<td>1 - 3 images (min. width 1500px)</td>
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<tr>
<td></td>
<td>eBlast</td>
<td></td>
<td>Prices and specs on request</td>
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</tr>
</tbody>
</table>

* Banner and text ad runtime is 4 weeks except for Superscreen and Superscreen banners. Banners and Text ads booked for categories only are 30 percent off the regular price – contact us for frequency discounts.

The material for ads must be submitted 2 weeks prior to publication to guarantee smooth upload and timely start of the campaign. JavaScript/Flash/Shockwave/Audio cannot be incorporated.
Boost your message to the user

Find the solution for every occasion
Start of a new product line?
Want to draw business partners to your exhibition stand?

Select your target group
Radiologists, sonographers, lab/IT specialists and many more – you name it!

Present your content the way you prefer
Send us a HTML document with your unique corporate design.
Let us tailor the message for you!
Provide us with your campaign's information and we’ll gladly assemble it for you.

Get technical support
to ensure your eBlast has maximum impact.

Receive detailed statistics
and gain valuable insights on professionals in the targeted area.

We deliver your message exclusively to healthcare specialists via eBlast – tailor-made for your demands...

Prices & format requirements on request.
Target groups can be selected by specialties and countries.
## eNewsletter Special Editions 2020

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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<tbody>
<tr>
<td>Jan 22-25</td>
<td>Int. CT-Symposium (Garmisch)*</td>
<td>Mar 8-11</td>
<td>DGHM*</td>
<td>Apr 18-21</td>
<td>ECCMID**</td>
<td>May 20-23</td>
<td>Deutscher Röntgen-kongress*</td>
<td>Jun 26-30</td>
<td>AACC**</td>
<td>LabBook 2020**</td>
<td>Aug 29-Sep 2</td>
</tr>
<tr>
<td>Jan 27-30</td>
<td>Arab Health**</td>
<td>Mar 9-13</td>
<td>HIMSS**</td>
<td>Apr 11-15</td>
<td>ECR**</td>
<td>Apr 21-23</td>
<td>DMEA (formerly conhIT)*</td>
<td>May 20-23</td>
<td>Deutscher Röntgen-kongress*</td>
<td>Jun 26-30</td>
<td>AACC**</td>
</tr>
<tr>
<td></td>
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<td>Mar 11-15</td>
<td>ECR**</td>
<td>Apr 21-23</td>
<td>DMEA*</td>
<td>May 20-23</td>
<td>Deutscher Röntgen-kongress*</td>
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<td>AACC**</td>
<td>LabBook 2020**</td>
<td>Aug 29-Sep 2</td>
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<tr>
<td></td>
<td></td>
<td>Mar 31- Apr 3</td>
<td>Analytica*</td>
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</tr>
</tbody>
</table>

* eNewsletter in German  
**eNewsletter in English

You may also place your banner or text ad in our regular HiE eNewsletter (published monthly in English and German)
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