Media Kit 2020/21

tagging medical technologies
About Tectales

Tectales offers researchers and practitioners, including medical professionals, engineers, biologists and computer scientists, the opportunity to learn about both theoretical advances and practical applications of emerging technologies in medicine, e.g. 3D printing, AI, Virtual & Augmented Realities, Robotics & Bionics, Wearables & Sensors as well as cutting-edge IT solutions such as blockchain - all on one platform.

- Up to 12,000 unique visitors per month
- Up to 25,000 impressions per month
- 2.5 minutes average visit time

Percentage of users by area

<table>
<thead>
<tr>
<th>Americas</th>
<th>Europe</th>
<th>Asia</th>
<th>Oceania</th>
<th>Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td>31,49%</td>
<td>28,23%</td>
<td>19,11%</td>
<td>11,80%</td>
<td>9,37%</td>
</tr>
</tbody>
</table>

Percentage of readers by interests

- Wearables/Sensors: 22%
- Bionics/Robotics: 17%
- Artificial Intelligence: 17%
- 3D Printing: 19%
- (Bio)Tech / IT: 10%
- Extended Realities: 15%
Website banners & Sponsored articles

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

**Header banner**
The “classic” ad format – attractive placement

**Rectangle banner**
Compact and efficient with generous spacing

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

**Inread banner**
Place your message right at the heart of our content in your selected categories

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

**Video ad**
Set your message in motion

ℹ️ Banners dynamically adapt to screen size
**eNewsletter**

*Reach healthcare professionals by placing your banner and sponsored articles in our monthly *eNewsletter!**

**Standalone Newsletter**

*We deliver your tailor-made message exclusively to healthcare specialists via *Standalone Newsletter!**

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

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

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

**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 information and we'll gladly assemble it for you.

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**Get technical support**
Get technical support to ensure your Standalone Newsletter has maximum impact.

**Receive detailed statistics**
Receive detailed statistics and gain valuable insights on professionals in the targeted area.
# Website banners & Sponsored articles

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
<th>Specifications</th>
</tr>
</thead>
</table>
| **Super banner**     | 1 week: € 1,500 | Desktop: 2880 x 500 px  
                          Mobile: 320 x 180 px  
                          Tablet: 768 x 180 px |
|                      | 3 months: € 4,000 |                      |
| **Header banner**    | 1 month: € 1,500 | Desktop: 1180 x 100 px  
                          Mobile: 320 x 180 px  
                          Tablet: 768 x 180 px |
|                      | 3 months: € 4,000 |                      |
| **Content banner**   | 1 month: € 1,200 | Desktop: 1180 x 100 px  
                          Mobile: 320 x 180 px  
                          Tablet: 768 x 180 px |
|                      | 3 months: € 3,000 |                      |
| **Rectangle**        | 1 month: € 900  | All devices: 380 x 380 px |
|                      | 3 months: € 2,400 |                      |
| **Inread banner**    | 1 month: € 1,100 | Tablet: 760 x 100 px  
                          Mobile: 320 x 180 px |
|                      | 3 months: € 2,900 |                      |
| **Sponsored article square** | 1 month: € 1,000 | 4000 characters max. (.doc/.docx/.rtf/.txt document)  
                          1 - 3 images, 1 in 380 x 235 px |
|                      | 3 months: € 2,500 |                      |
| **Video ad**         | 1 month: € 800  |                     |
| **eNewsletter Header banner** | € 750 | Desktop: 590 x 75 px  
                          Mobile: 270 x 270 px |
| **eNewsletter Content banner** | € 450 | Desktop: 590 x 75 px  
                          Mobile: 270 x 270 px |
| **eNewsletter Sponsored article** | € 550 | 4000 characters max. (.doc/.docx/.rtf/.txt document)  
                          1 - 3 images, 1 in 380 x 235 px |
| **Standalone Newsletter** | Prices and specs on request | |

*The material for banner ads must be submitted 2 weeks prior to publication to guarantee smooth upload and timely start of the campaign.*
# Ad bundle

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>€ 3,700 per year</strong></td>
</tr>
<tr>
<td></td>
<td>Discount for further forms of advertising (5%)</td>
</tr>
<tr>
<td>• 1 Rectangle</td>
<td></td>
</tr>
<tr>
<td>• 1 Inread banner</td>
<td></td>
</tr>
<tr>
<td>• 1 Sponsored article square</td>
<td></td>
</tr>
<tr>
<td>• 1 eNewsletter Content banner</td>
<td></td>
</tr>
<tr>
<td>• Company profile Basic</td>
<td></td>
</tr>
<tr>
<td><strong>Plus</strong></td>
<td><strong>€ 6,000 per year</strong></td>
</tr>
<tr>
<td></td>
<td>Discount for further forms of advertising (8%)</td>
</tr>
<tr>
<td>• 1 Content banner</td>
<td></td>
</tr>
<tr>
<td>• 1 Rectangle</td>
<td></td>
</tr>
<tr>
<td>• 3 Sponsored articles square</td>
<td></td>
</tr>
<tr>
<td>• 1 Video ad</td>
<td></td>
</tr>
<tr>
<td>• 1 eNewsletter Content banner</td>
<td></td>
</tr>
<tr>
<td>• Company profile Plus</td>
<td></td>
</tr>
<tr>
<td><strong>Premium</strong></td>
<td><strong>€ 11,000 € per year</strong></td>
</tr>
<tr>
<td></td>
<td>Discount for further forms of advertising (10%)</td>
</tr>
<tr>
<td>• 1 Header banner</td>
<td></td>
</tr>
<tr>
<td>• 3 Content banner</td>
<td></td>
</tr>
<tr>
<td>• 3 Rectangle</td>
<td></td>
</tr>
<tr>
<td>• 3 Sponsored articles square</td>
<td></td>
</tr>
<tr>
<td>• 1 Video ad</td>
<td></td>
</tr>
<tr>
<td>• 2 eNewsletter Sponsored articles</td>
<td></td>
</tr>
<tr>
<td>• Company profile Plus</td>
<td></td>
</tr>
<tr>
<td><strong>Start up</strong></td>
<td><strong>€ 2,500 per year</strong></td>
</tr>
<tr>
<td>• 1 Sponsored article square</td>
<td></td>
</tr>
<tr>
<td>• 1 Video ad</td>
<td></td>
</tr>
<tr>
<td>• 1 eNewsletter Sponsored article</td>
<td></td>
</tr>
<tr>
<td>• Company profile Basic</td>
<td></td>
</tr>
</tbody>
</table>
Company profile

Company profiles allow you to present your company, products and services to our readers.

Content

<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full color logo</td>
<td>€ 450 per year</td>
</tr>
<tr>
<td></td>
<td>Company description (profile) (max 600 words)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact information</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Link to URL</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Links to social media accounts</td>
<td></td>
</tr>
</tbody>
</table>

|        | Plus                                                                  |                        |
|        | Full color logo                                                       | € 690 per year         |
|        | Company description (profile) (max 750 words)                         |                        |
|        | Contact information                                                   |                        |
|        | Link to URL                                                           | € 80 per each additional product entry |
|        | Links to social media accounts                                        |                        |
|        | Up to 3 product listings (picture + max 250 words)                    |                        |

|        | Premium                                                               |                        |
|        | Full color logo                                                       | € 975 per year         |
|        | Company description (profile) (max 600 words)                         |                        |
|        | Contact information                                                   |                        |
|        | Link to URL                                                           | € 80 per each additional product entry |
|        | Links to social media accounts                                        |                        |
|        | Up to 5 product listings (picture + max 250 words)                    |                        |
|        | Video ad                                                              |                        |
Editorial team

Daniela Zimmermann
Managing Director
+49 201 87 126 851
zimmernann@european-hospital.com

Mareike Scholze
Publishing Director
+49 201 87 126 852
scholze@european-hospital.com

Sascha Keutel
Project Manager
+49 201 87 126 550
keutel@european-hospital.com

Wolfgang Behrends
Online Editor
+49 201 87 126 849
behrends@european-hospital.com

Sonja Buske
Editor
+49 201 87 126 850
buske@european-hospital.com

Media team

Maria Kaiser
USA, Canada
+1 250 726 4007
mkads@mac.com

Ralf Mateblowski
Germany, Austria, Switzerland
+49 6735 912 993
rm@european-hospital.com

Inga Kuhlow
Germany, Austria, Switzerland
+49 228 919 37 31
inga.kuhlow@beta-web.de

Roxsy Mangiante
USA
+1 214 69 48 542
mangiante@european-hospital.com

Eric Jund
France, Italy, Spain
+33 493 58 77 43
jund@european-hospital.com

Jane Park
South Korea
+82 2 7301234
mci@unitel.co.kr

Gavin Hua
China
+86 0755 8132 4036
627416876@qq.com

Charles Yang
Taiwan
+886 4 2322 3633
medianet@ms13.hinet.net

Simon Kramer
GB, Scandinavia, Benelux
+31 180 62 00 20
kramer@european-hospital.com

Mareike Scholze
Publishing Director
+49 201 87 126 852
scholze@european-hospital.com

Sascha Keutel
Project Manager
+49 201 87 126 550
keutel@european-hospital.com

Wolfgang Behrends
Online Editor
+49 201 87 126 849
behrends@european-hospital.com

Sonja Buske
Editor
+49 201 87 126 850
buske@european-hospital.com

Maria Kaiser
USA, Canada
+1 250 726 4007
mkads@mac.com

Ralf Mateblowski
Germany, Austria, Switzerland
+49 6735 912 993
rm@european-hospital.com

Inga Kuhlow
Germany, Austria, Switzerland
+49 228 919 37 31
inga.kuhlow@beta-web.de

Roxsy Mangiante
USA
+1 214 69 48 542
mangiante@european-hospital.com

Eric Jund
France, Italy, Spain
+33 493 58 77 43
jund@european-hospital.com

Jane Park
South Korea
+82 2 7301234
mci@unitel.co.kr

Gavin Hua
China
+86 0755 8132 4036
627416876@qq.com

Charles Yang
Taiwan
+886 4 2322 3633
medianet@ms13.hinet.net

Simon Kramer
GB, Scandinavia, Benelux
+31 180 62 00 20
kramer@european-hospital.com
1 Advertising order

1.1 An advertising order in terms of these General Terms and Conditions relates to the placement of advertising in one or more forms with information and communications services, esp. the internet, for the purposes of distribution, concluded between the principal, subject to the control of the principal (e.g. a link), and the advertising media (e.g. browser) or

1.2 The advertising order is subject solely to these General Terms and Conditions, the media data as well as the technical specifications, of which the principal is to be notified at the time of the order. Any general terms and conditions of the principal or other advertiser are deemed expressly inapplicable to the extent they deviate in any way from these General Terms and Conditions. Analogously ordered ads for advertising placement pertaining to online media or other media are subject to the respective general terms and conditions of the relevant media.

2 Advertising

2.1 Advertising in terms of these General Terms and Conditions may be composed of one or more of the following elements, e.g.:

- an image and/ or text, sound and/ or moving images (among other things banners/ buttons),

- a sensitive surface that establishes a connection to other data when activated (clicked) via an online address designated by the principal, subject to the control of the principal (e.g. a link),

- text placed in a newsletter.

2.2 Advertising that is not immediately recognised as such by virtue of its design will be consciously identified as advertising.

3 Conclusion of contract

3.1 Subject to individual agreements to the contrary, the contract is only deemed concluded by means of confirmation rendered in writing or by e-mail or transmission of the material designated for publication, in particular the risk of data loss. Data media, photographs or other documents belonging to the principal will be returned to him upon demand at his own expense and risk.

3.2 The duty of EH to retain the advertising materials ends three months after their last publication.

3.3 The principal is to bear the costs incurred by EH for changes to the advertising materials desired or caused by him.

9 Refusal authority

9.1 EH reserves the right - even in individual call-ups in the context of a contract concluded - to reject or block advertising orders, at any time, and without prior notice, if:

- the quality of services or goods offered or advertised is not in compliance with the agreement of the principal. Should this not be possible, EH decides exercising reasonable discretion and giving the greatest possible advantage to the principal.

9.2 Only spaces stated in the respectively valid price list, resp. technical guidelines will be used for placement of advertising.

5 Completion of contract

5.1 If the principal does not express a placement preference for the advertising, the contract is deemed concluded by confirmation of the scope of services or goods offered.

6 Order cancellation/amendments, writing

6.1 If an order is not fulfilled for reasons beyond the control of EH then the principal is entitled to claim a payment reduction or postponed without prior notification of the principal. Every obliga- tion of EH to perform the contracts and render compensation for damages expires, in particular no compensation for damages will be rendered for advertising not published or not published on time.