

media kit 2026

The platform for
latest trends in
medical technology,
procedures and research

HiE

Profile

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!

Page visits: 350,000 per month

Unique visitors: 230,000 per month

Average visit time: 3 – 4 min

Target groups

Medical experts and decision makers in European hospitals (mainly radiologists, cardiologists, managing directors, laboratory medicine experts and pathologists).



European Hospital online

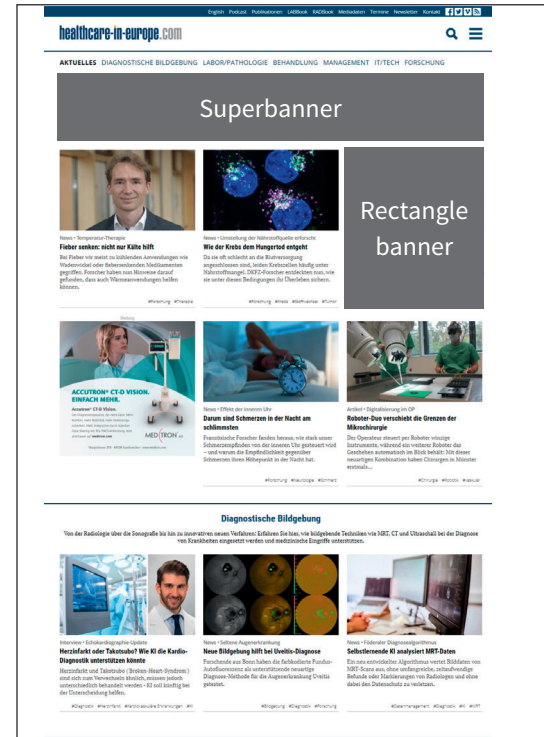
Newsletter European Hospital

All mediakits available at mgo-fachverlage.de/mediadaten/#healthcare



Website banners		International (English)	DACH (German)
Super banner (run time: 1 week)	2800 x 600 px (Desktop) 400 x 600 px (Mobile)	1.990,- €	1.490,- €
Interscroller banner (run time: 1 week)	1 background image (2400 x 1350 px) 2 foreground images (Desktop: 1800 x 1200 px; Mobile: 750 x 1120 px; must have transparency)	2.200,- €	1.650,- €
Rectangle	400 x 400 px	2.990,- €	2.200,- €
Skyscraper	160 x 600 px (exkluding „placement in-article“)	3.590,- €	2.390,- €

More information on supported file types, run time and deadlines of all website banners can be found on page 4.



Website banners			
		International (English)	DACH (German)
Header	1150 x 100 px (Desktop) 690 x 75 px (Tablet)	4.350,- €	2.990,- €
Content	270 x 270 px (Mobile)	3.650,- €	2.450,- €
In-article	690 x 75 px (Desktop) 270 x 270 px (Mobile)	3.650,- € 16.500,- €	2.290,- € 10.900,- €*
Bundles	<i>Prices on request.</i>		

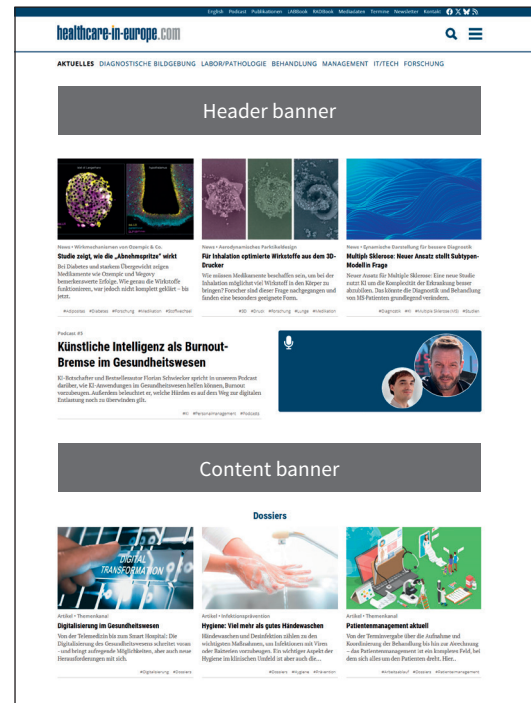
* Prices depend on the number of categories/ keywords.

Supported file types: JPG or PNG
(JavaScript/Flash/Shockwave/Audio cannot be incorporated)

Run time: 4 weeks (except for super and interscroller banners)
For runtimes less than 4 weeks, a handling surcharge will be added (2 weeks: +5%; 1 week: +10%).

Deadline of submitting material: 2 weeks prior to publication

Banner placements may be subject to rotation (up to 4 banners).



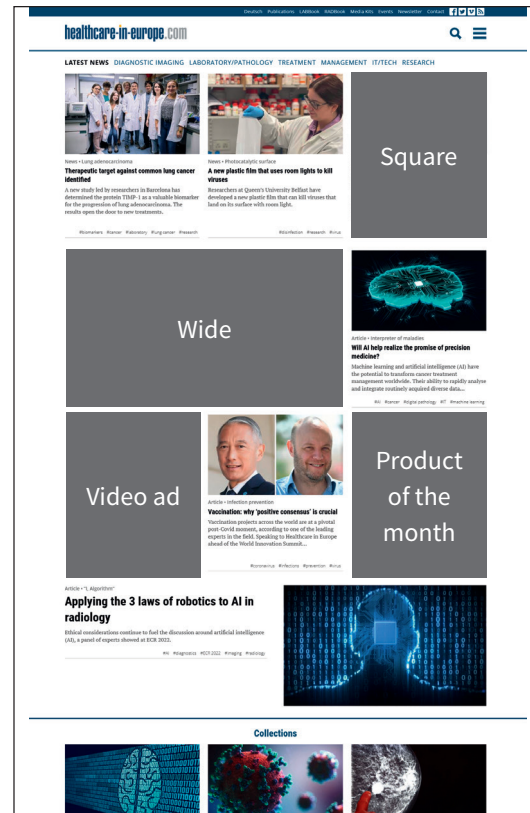
Placement of cross-section cookies is not permitted.
Additional fees apply when paying with PayPal.

Sponsored articles			
		International (English)	DACH (German)
Square	4,000 characters max. 1–3 images (min. width 1500px)	3.150,- €	2.290,- €
Widescreen		3.450,- €	2.750,- €
Product of the month (POM)		3.150,- €	2.290,- €
Video ad	500 characters max. 1 video – URL to YouTube or Vimeo video or video file	3.150,- €	2.290,- €
	Optional: 1 image file for preview (min. width 1500 px)		

Supported file types: Image files: JPG, PNG
Video: .mp4/.mov/.wmv/.mpg and most other common formats

Run time: 4 weeks. After this period, the article will remain available in our website’s archive.
For runtimes less than 4 weeks, a handling surcharge will be added (2 weeks: +5%; 1 week: +10%).

Deadline of submitting material: 2 weeks prior to publication



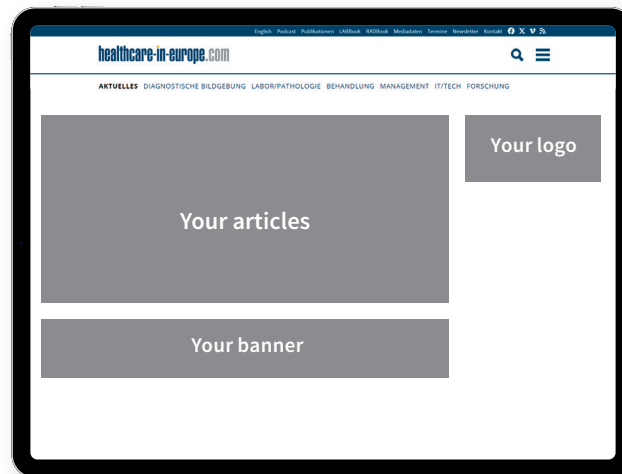
We offer you an individual website, embedded in healthcare-in-europe.com, which is dedicated to a specific topic.

The following content can be integrated:

- articles
- interviews
- videos
- audio files and
- various materials (supplied by you)

The landing page is accessible via a corresponding URL and is the perfect basis for long-term content marketing.

Price on request.



Reach healthcare professionals by placing your banner and text ad in our newsletter!

Frequency: bi-weekly (international & DACH) & covering selected events

Sponsored articles			
		International (English)	DACH (German)
Header banner	590 x 75 px (Desktop/Tablet)	2.290,- €	1.550,- €
Content banner	270 x 270 px (Mobile)	2.050,- €	1.390,- €
Sponsored article	4,000 characters max. 1–3 images (min. width 1500 px) 1 preview image (550 x 550 px)	2.150,- €	1.490,- €
Product entry	4.000 characters max. product photo	650,- €	550,- €
Event promotion	Event name, date/ duration, URL	550,- €	395,- €

Supported file types: image files: JPG, PNG or HTML


Deadline of submitting material: 1 week prior to publication

Recipients: 27,000 (English) 12,000 (German)

healthcare-in-europe.com

Header banner

AI-based decision support shows enormous potential for radiology, for example in neurological applications and disease detection in chest radiography. However, the technology is not 'one-size-fits-all': selection – awareness of patient groups and associated limitations is crucial to choosing the right tools and ensuring reliable results.



Article - Current and emerging imaging applications

Challenges of AI in chest radiography

Physicians use AI-powered technology for faster and earlier detection of diseases. At ECR, Overmars, Dr Steven Schalkamp, PhD, discussed the application of AI for chest radiography in paediatrics.

News - Surgical treatment

Lung-imaging shows cause of long COVID symptoms

Using functional MRI with inhaled xenon gas, researchers have identified that long COVID symptoms are related to microscopic abnormalities that affect how oxygen is exchanged from the lungs to the red blood cells.

Content banner

News - Radiagnostics

Diagnosing brain tumors using machine learning

The classification of brain tumors – and thus the choice of optimal treatment options – can become more accurate and precise through the use of artificial intelligence in combination with physiological imaging.

Sponsored article

Benefit from our mailing list of the HIE newsletter and present your news and products to readers in your individual look & feel.

Co-branded newsletter		
	International (English)	DACH (German)
Co-branded newsletter including 1 sponsored article*	4.900,- €	3.690,- €

**Additional editorial services on request.*

Standalone newsletter		
	International (English)	DACH (German)
Standalone newsletter	<i>Prices on request.</i>	

HIE
healthcare in europe.com

bender gruppe

Sehr geehrte/ Lena Murmann,
die Prostatkarzinom-Diagnostik und -Therapie wandelt sich: So hat die multiparametrische MRT der Prostata (mpMRI) längst in die klinischen Leitlinien gefunden. Die endoskopische Diagnostik mittels PMA, PFT und Nano-MRI führt zu Verbesserungen der diagnostischen Aussagen und einer optimierten Therapie.

Welche neuen Ansätze außerdem bei der metastasengetriebenen Therapie verfolgt werden und wie es um die Finanzierung der neuen Methoden in der Praxis bestellt ist, möchten wir Ihnen mit diesem Newsletter in Kooperation mit der bender gruppe präsentieren.

Viel Freude bei der Lektüre

MRI Screening
Prostatakrebs: Bildgebung vor Biopsie!
Das Screening zur Früherkennung von Prostatakrebs ist ein kompliziertes Balanceakt: Kliniker*innen sollen möglichst alle relevanten Tumoren erkennen werden, andererseits können zu gründliche Verfahren zur Entdeckung ungeführlicher Befunde und...

Mitbestimmte
Quarterly Strahlentherapie wirksam bei meta...

HOLOGIC

Simplify the future of transplant testing
One Solution. Infinite Possibilities.

Reimagine your transplant workflow with Hologic's fully automated transplant monitoring solution

At Hologic, we are proud to announce that our **Molecular Scalable Solution** now has a fully automated quantitative CMV, EBV and BKV testing solution, combining a high-performing assay portfolio with advanced automation.

By integrating your transplant, viral load, respiratory, STI and women's health testing on a single high-throughput system you can deliver greater accuracy, traceability and operational efficiency.

The consolidation of your assays allows you to achieve same-day turnaround to ensure you can detect, diagnose and deliver important results to your patients, when it matters most.

FIND OUT MORE

We inform our customers about all relevant congresses/trade fairs in a special newsletter.

Trade show	Date	Publishing date
ECR	04.–08.03.2026	04.03.2026
LABS EXPO	18.–19.03.2026	18.03.2026
DMEA	21.–23.04.2026	21.04.2026
RÖKO	13.–15.05.2026	13.05.2026
ADLM	26.–30.07.2026	24.07.2026
ESC	28.–31.08.2026	28.08.2026
ESP	12.–16.09.2026	11.09.2026
RKR	12.–13.11.2026	12.11.2026
MEDICA	16.–19.11.2026	16.11. & 18.11.2026
RSNA	29.11.–03.12.2026	27.11.2026

More dates are available on request.

Supported file types: image files: JPG, PNG or HTML

Deadline of submitting material: 1 week prior to publication

Recipients: 27,000 (English) 12,000 (German)

The screenshot shows a newsletter page with a header for 'healthcare-in-europe.com PATHOLOGY SPECIAL 2025'. The main content includes several articles:

- Self-learning AI: a boost for digital pathology**: Discusses self-learning artificial intelligence approaches for digital pathology, highlighting benefits like greater speed and capacity flexibility.
- Tradition meets the future in histopathology - experience it with Sakura Finetek at ECP 2025**: Celebrates Sakura Finetek's 100th anniversary and their commitment to quality and innovation in histopathology.
- Prostate cancer: AI finds changes missed by pathologists**: Reports on a study where AI identified early signs of prostate cancer in 80% of samples that were missed by pathologists.
- On-Demand CD138+ Plasma Cell Isolation Course**: Promotes a free, on-demand course for performing CD138+ enrichment, isolation, and processing of plasma cells.

Premium Multimedia Packages – Overview

1. Premium Sponsored Article Package

Services:

- Publication of a sponsored article in the European Hospital magazine (A3 format)
- Additional publication of the sponsored article on the website healthcare-in-europe.com (English version)
- Sponsored article included in the English newsletter of healthcare-in-europe

Package price: €10,900

2. Combo Offer

Services:

- 2 x half A3 page sponsored articles in the European Hospital magazine
- 1 x sponsored article on the healthcare in europe website

Package price: €9,900

3. Annual Offer: 3 for 2

Services:

- 3 insertions in the European Hospital magazine
- Pay for only 2 insertions, the third is free



Healthcare in Europe Podcast - Exclusive interview partners

In our HiE podcast series, we talk to experts about the most exciting topics relating to medicine and medical technology.

As an exclusive interview partner, you provide insights into current industry topics in conversation with our editorial team.

Topic, dates and schedule:

By arrangement with the editorial team

Podcast episode:

Price on request



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E.-C.-Baumann-Straße 5 · 95326 Kulmbach · Germany
Tel.: +49 9221 949-407 · Fax: +49 9221 949-401
www.healthcare-in-europe.com
HRA Bayreuth Nr. 3713

Bank details:

Sparkasse Bamberg
IBAN: DE18770500000302246509
BIC: BYLADEM1SKB (Bamberg)

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Terms of service:

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Diana Thümmel

Germany, Austria, Switzerland
+49 9221 949-407
d.thuemmel@mgo-fachverlage.de



Hanna Politis

USA, Canada
+1 3018 696 610
hanna@media-intl.com



Charles Yang

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



Eric Jund

Europe
+33 493 587 743
jund@european-hospital.com



Wolfgang Behrends

Editor
+49 201 1775 509-5
w.behrends@mgo-fachverlage.de



Tim Hofmann

Editor
+49 9221 949-176
t.hofmann@mgo-fachverlage.de



Please visit our [European Hospital media kit](#) for print advertisements.