

media kit 2025

Profile

The **LABBook** product guide provides an overview of European laboratory systems, from POCT to automation, from bread-and-butter equipment for community-based GPs to high-end solutions for large facilities, from stand-alone systems to modular concepts.

Whether you are about to set up a new lab or want to replace your existing equipment, LABBook will help you make smart investment decisions to boost efficiency and productivity in your lab.

Every chapter starts off with an overview including the logos of involved companies and an article presenting trends, developments and innovations in the specific sector followed by an overview about the products plus accessories.

Frequency: once a year
(Medica/Compamed 2025, Düsseldorf)

Print run: 10,150 copies

Target groups

Decision makers in laboratory medicine, clinical chemistry, molecular diagnostics, mass spectrometry, translational medicine, lab management and IT.

Booking deadline: September 19, 2025

Product entries & advertorials deadline: September 19, 2025

Advertising material deadline: September 26, 2025

Publishing date: **October 24, 2025**

Automation & Sample Processing

Sample Processing
Automation
Sample Logistics

Chemistry & Immunochemistry

Clinical Chemistry
Immunochemistry
Immunoassays
Integrated Systems
Mass Spectrometry
Electrophoresis / Chromatography
Plasma Protein Testing
Drug Testing
Urine Screening
Rapid Testing
Research Use Only
CSF and Alzheimer's Disease Diagnostics

Hematology

Blood Cell Counter
Integrated Hematology
Microscopy
Hemostaseology

Pathology

Scanner
Printer
Histology Equipment
Information Technology
Microscopy
Sample Collection
MALDI-MSI
Grossing Station
Virtual Slide Microscopes
Slide Preparation

DNA

Amplification
Extraction
Infectious Disease
Sample Collection
Research Use Only

Microbiology

Mass Spectrometry
Identification / Susceptibility
Microscopy
Automation

POCT

Blood Glucose
Blood Gases / Electrolytes / Oximetry
Immunoassays
Cardiology
Urinalyses
Information Technology
Endocrine
Clinical Chemistry

Information Technology

LIS / Middleware / POCT
Inventory Management
Specialties

Other Applications

Blood Collection
Pipette Tips
Disinfection
Saliva Collection
Centrifuges
Nitrogen Generators
Compressors
Incubators
Specialties
Histology Equipment

Automation

Beckman Coulter installs the world's 100th DxA Automation System at Savona Hospital

Automation reimagines laboratory diagnostics service

San Paolo Hospital in Savona, Italy, has upgraded its Corelab-related analytical equipment. In collaboration with Beckman Coulter, the San Paolo diagnostic laboratory has installed Beckman Coulter's DxH 5000 Laboratory Automation System, an innovative, high-throughput automation system that rapidly increases test processing.

This latest installation of Beckman Coulter's DxH Automation System marks the 100th installation worldwide and the first in Liguria region of Italy. It will reduce manual processes, ensure consistent and rapid turnaround time, and correct pre-analytical treatment errors to help deliver a higher quality of each diagnostic test result.



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DxH 5000 total laboratory automation system

All product entries are transferred to our online LABBook database at healthcare-in-europe.com/en/labbook

The screenshot displays the healthcare-in-europe.com website with a focus on the LABBook database. The main navigation bar includes categories like 'LATEST NEWS', 'DIAGNOSTIC IMAGING', 'LABORATORY/PATHOLOGY', 'TREATMENT MANAGEMENT', 'IT/TECH', and 'RESEARCH'. Below this, a sub-navigation bar lists various laboratory disciplines: 'Automation & Sample Processing', 'Chemistry & Immunochemistry', 'Hematology', 'Pathology', 'DNA', 'Microbiology', 'POCT', 'Information Technology', and 'Other Applications'. The 'Automation & Sample Processing' section is active, showing a grid of product categories: 'Sample Logistics', 'Sample Processing', 'Automation', and 'Sample Processing'. The 'Beckman Coulter - AutoMate 2500 Family Sample Processing System' is highlighted with a red box. An inset window provides a detailed view of this product, including its name, sample throughput, and key highlights.

LABBook

Automation & Sample Processing | Chemistry & Immunochemistry | Hematology | Pathology | DNA | Microbiology | POCT | Information Technology

Automation & Sample Processing

Automation • Beckman Coulter Diagnostics

Beckman Coulter - DxA 5000 Fit

Sample throughput: up to 375 tubes / h

Highlights:
At a time when up to 75 percent of lab errors take place pre-analytically, laboratories can benefit from comprehensive workflow automation. For this reason, Beckman Coulter developed the DxA 5000 Fit, an automation system that offers an improved approach to laboratory workflow by making intelligent automation accessible to labs of virtually any size. The DxA 5000 Fit leverages DxA 5000 technology, providing the benefit of intelligent automation to midsize labs in a compact footprint.

The DxA 5000 Fit drives speed and accuracy, all while maintaining a small footprint. It eliminates up to 80% of the manual steps associated with processing a patient sample,

Sample Logistics
Sarstedt - Tempus600 Vita
SARSTEDT AG & CO. KG

Sample Logistics
Sarstedt - Tempus600 Connection Module
SARSTEDT AG & CO. KG

Sample Processing
Sarstedt - Sorter DC/RC 900 Flex
SARSTEDT AG & CO. KG

Sample Processing
Beckman Coulter - AutoMate 2500 Family Sample Processing System
Beckman Coulter Diagnostics

Automation
Sakura Finetek - Tissue-Tek Gene Advanced Staining System
Sakura Finetek Europe B.V.

Sample Processing
T&O LabSystems - ATRAS Bulk Loader and Bulk-Deck Sorter - 4th generation
T&O LabSystems

Chemistry & Immunochemistry

More Offers

All LABBook products are featured on the **healthcare-in-europe.com** homepage. Moreover, the product entries are displayed in corresponding articles depending on the context (keyword-associated).

Products from LABBook



Mass Spectrometry
Shimadzu – Maldi-8030
Shimadzu Europa GmbH



Clinical Chemistry
Beckman Coulter · Antipsychotic Drug Monitoring
Beckman Coulter Diagnostics



Clinical Chemistry
Alsachim · Dosimycos immunosuppressant reagent kit (RUO)
Alsachim, a Shimadzu Group Company



Immunoassays
EXI1800 Chemiluminescence Immunoassay Analyzer
Zybio Inc.

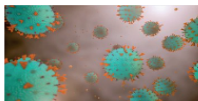


Other
Siemens Healthineers · Clinitest Covid-19 + Influenza A / B Antigen Test
Siemens Healthineers AG



Clinical Chemistry
Greiner · Vacuette CAT Serum Fast Tube
Greiner Bio-One

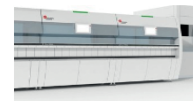
Related products



Infectious Disease
Siemens Healthineers – Fast Track Real-time PCR assays
Siemens Healthineers



Immunoassays
Beckman Coulter – Access 2 Immunoassay System
Beckman Coulter Diagnostics



Automation
Beckman Coulter – DxA 5000
Beckman Coulter Diagnostics



Immunoassays
EXI1800 Chemiluminescence Immunoassay Analyzer
Zybio Inc.



Immunoassays
Maglumi SARS-CoV-2 Neutralizing Antibody (CLIA)
Snibe Diagnostic



Immunoassays
Mindray – CL-2000i Chemiluminescence Immunoassay System
Shenzhen Mindray Bio-Medical Electronics Co., Ltd

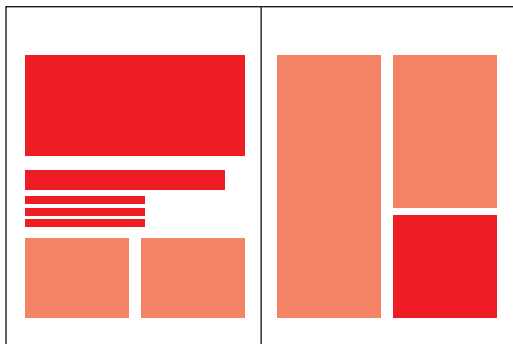
Product entries



| | |
|--|---------|
| Single product entry 1/4 page | € 690 |
| with logo on related chapter cover and together with address details in the manufacturer list and in the data base | |
| Single product entry 1/2 page | € 1,200 |
| with logo on the chapter cover for the category „Automation“ and together with address details in the manufacturer list and in the data base | |
| Basic package 1/4 page (3 entries max.) | € 1,490 |
| Basic package 1/2 page (3 entries max.) | € 2,500 |
| with logos on related chapter covers and together with address details in the manufacturer list and in the data base | |
| Full package 1/4 page (6 entries max.) | € 2,590 |
| Full package 1/2 page (6 entries max.) | € 4,300 |
| with logos on related chapter covers and together with address details in the manufacturer list and in the data base | |

*Additional product entries beyond six, prices on request.
We will integrate a direct link from the ePaper ad or product entry to your website.
This service will be charged once as part of your print booking with €105.*

Advertorials



One page article

€ 5,890

400 – 500 words max. (.doc/.docx/.rtf/.txt document),
1 – 2 images in high resolution (300 dpi min., CMYK mode),
supported file types: .jpg, .eps, .tif

Double page article

€ 8,990

800 – 900 words max. (.doc/.docx/.rtf/.txt document),
1 – 3 images in high resolution (300 dpi min., CMYK mode),
supported file types: .jpg, .eps, .tif

By booking an advertorial you will receive 60% discount on a product package of your choice.

Ads

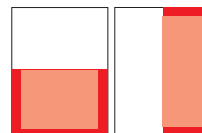


1/1 page A4, 4c

€ 5,890

210 x 297 mm

Untrimmed: 216 x 303 mm



1/2 pages A4, 4c,

€ 3,590

Horizontal, 210 x 148 mm

Untrimmed: 216 x 151 mm

Vertical, 100 x 297 mm

Untrimmed: 103 x 303 mm



Blocker ad, 4c

€ 790

85 x 117 mm

Untrimmed: 91 x 123 mm

Quantity and placements depending
on free space available.

*By booking an advertisement you will receive 60% discount on a product package of your choice.
Title + cover pages: prices upon request.*

Online placements on healthcare-in-europe.com

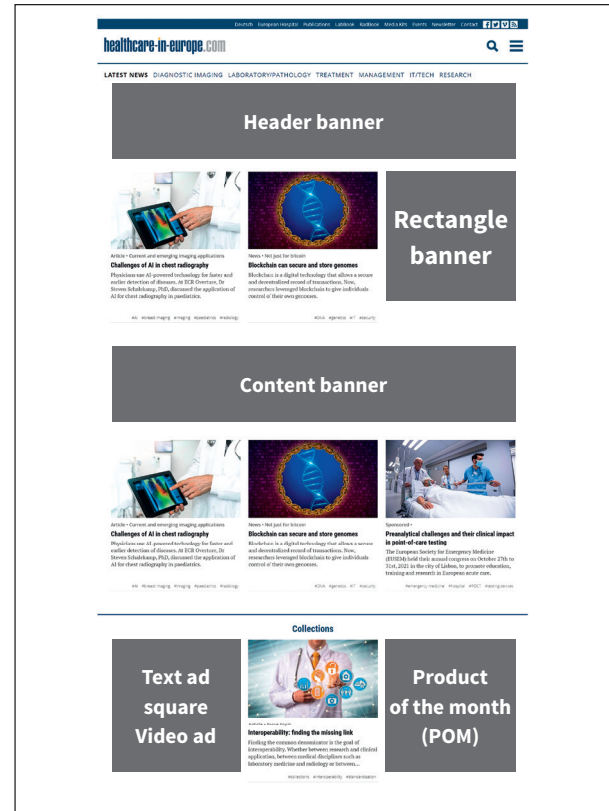
| Banners | | |
|------------------|---|---------|
| Header banner | 1,150 x 100 px (desktop) 690 x 75 px (tablet) 270 x 270 px (mobile) | € 4,190 |
| Content banner | 1,150 x 100 px (desktop) 690 x 75 px (tablet) 270 x 270 px (mobile) | € 3,490 |
| Rectangle banner | 400 x 400 px | € 2,990 |

| Text ads | |
|----------------------------|---------|
| Text ad square/video ad | € 2,990 |
| Product of the month (POM) | € 2,990 |

File formats: .jpg / .png

Run time: four weeks (except for super banner and interscroller banner).
 – For run times less than four weeks, a handling surcharge will be added (two weeks: +5 %; one week: +10 %).

Please find more details and formats at
mgo-fachverlage.de/mediadaten/healthcare-in-europe.com.



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Managing Directors: Eva-Maria Bauch, Stephan Behrens
Publishing Director: Michael Dietl
E.-C.-Baumann-Straße 5 · 95326 Kulmbach
Tel.: +49 9221 949-407 · Fax: +49 9221 949-401
www.healthcare-in-europe.com
HRA Bayreuth Nr. 3713

Bank details:

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Diana Thümmel

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



Eric Jund

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



Hanna Politis

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



Tim Hofmann

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



Charles Yang

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