

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).

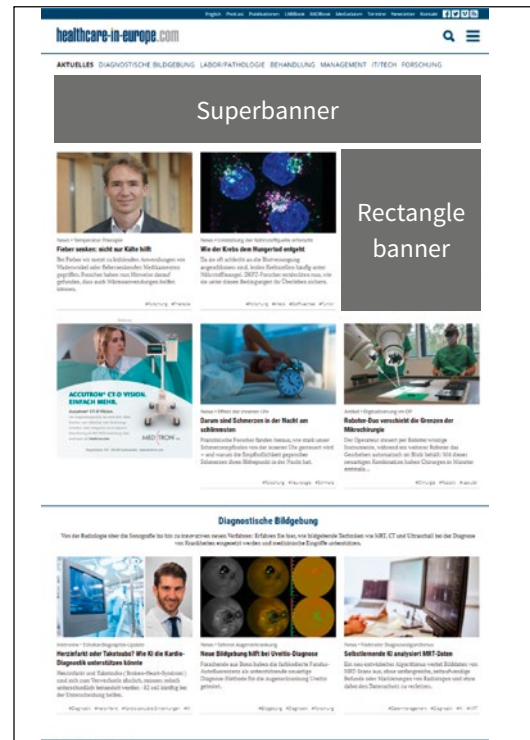


All mediakits available at [mgo-fachverlage.de/mediadaten/#healthcare](http://mgo-fachverlage.de/mediadaten/#healthcare)



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.



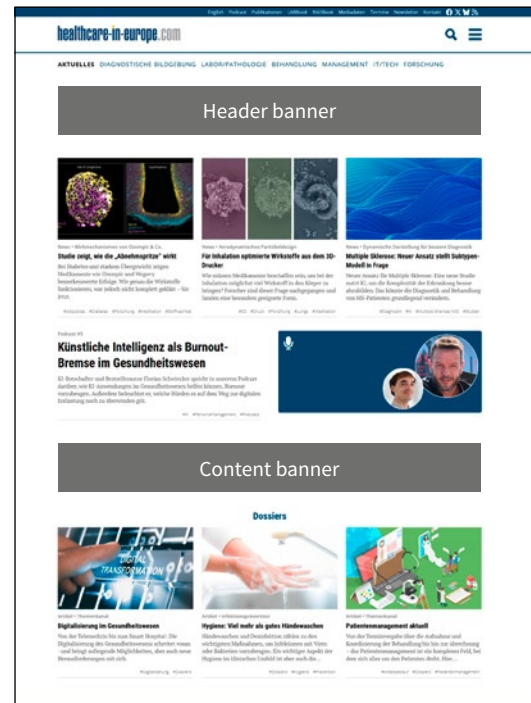
Website banners			
		International (English)	DACH (German)
Header	1150 x 100 px (Desktop)	4.350,- €	2.990,- €
Content	690 x 75 px (Tablet)	3.650,- €	2.450,- €
	270 x 270 px (Mobile)		
In-article	690 x 75 px (Desktop)	3.650,- €	2.290,- €
	270 x 270 px (Mobile)	16.500,- €	10.900,- €*
Bundles	Prices on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

\* 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).

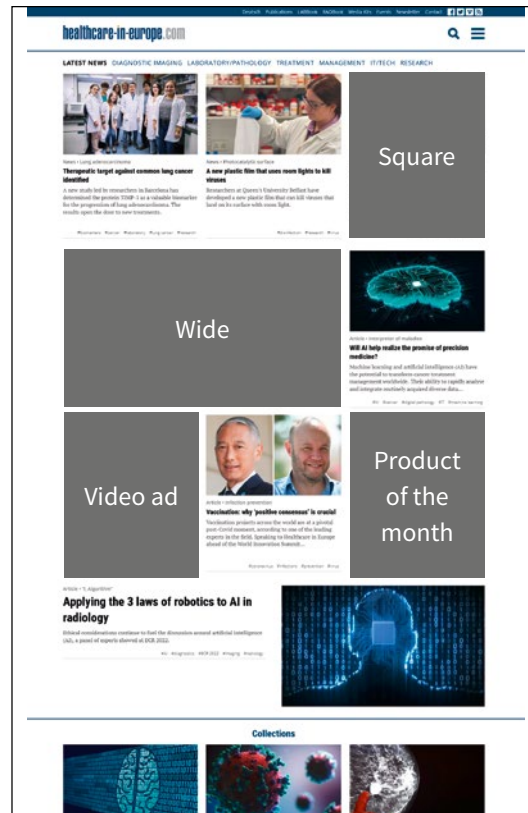
Placement of cross-session cookies is not permitted.  
Additional fees apply when paying with PayPal.

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  Optional: 1 image file for preview (min. width 1500 px)	3.150,- €	2.290,- €

**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



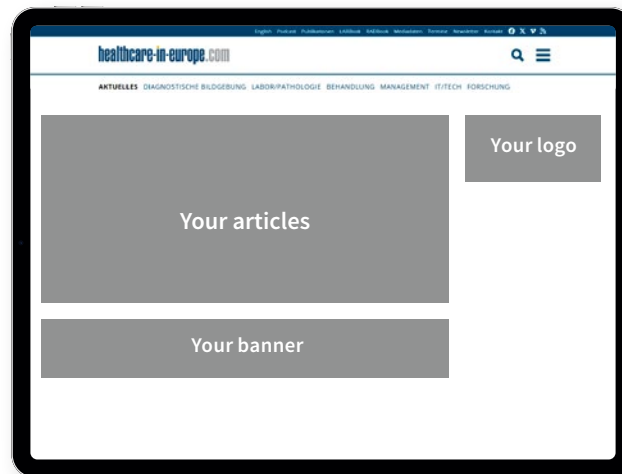
We offer you an individual website, embedded in healthcare-in-europe.com, which is dedicated to a specific topic.

**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)

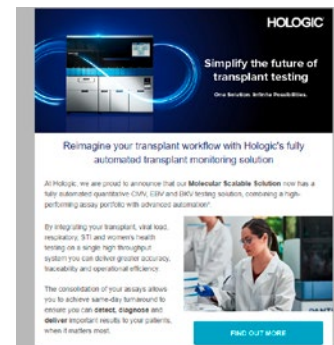
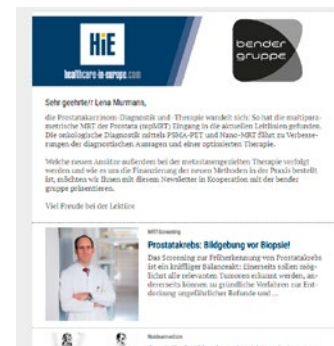
The screenshot displays a newsletter layout for healthcare-in-europe.com. At the top is a dark blue header banner with the website name in white. Below it is a grey box labeled 'Header banner' containing a short article snippet about AI-based decision support for radiology. The main content area features a large image of a doctor using a tablet, followed by another article snippet titled 'Challenges of AI in chest radiology'. Below this is a smaller image of a doctor in a lab, with a snippet titled 'Lung-imaging shows cause of long COVID symptoms'. A grey box labeled 'Content banner' is positioned below the COVID article. At the bottom, there is another article snippet titled 'Diagnosing brain tumors using machine learning' and a grey box labeled '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>	



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 the top portion of a newsletter. At the top is a banner for 'healthcare-in-europe.com PATHOLOGY SPECIAL 2025' with a colorful, abstract background. Below the banner is a paragraph of text: 'The pathology landscape is shifting with remarkable technological advances, a transformation perfectly reflected in the upcoming ECP Congress meeting. Tradition meets the future' (quote in Italian). This sentence is followed by a list of benefits: 'enhanced flexibility, improved detection rates and predictive power. The edition also highlights innovative pathology solutions and specialized educational courses, while addressing the growing challenge of lab staff shortage with potential solutions. Enjoy reading!'

Below the text is a photo of a man with glasses and a patterned shirt, smiling. To his left are two small images of pathology slides. Underneath the photo is the text: 'Article - from left to right: Self-learning AI: a boost for digital pathology'. This is followed by a short paragraph: 'Self-learning artificial intelligence approaches are offering a number of advantages for digital pathology when compared to traditional methods. The benefits, which range from greater speed and capacitive flexibility to 'wholly interpretable'...'

The next section has a blue and white graphic of a DNA helix. The text reads: 'Introduction - 14 topics of interest and a course for the future. Tradition meets the future in histopathology - experience it with Sakura Finetek at ECP 2025'. Below this is a short paragraph: 'For Sakura Finetek, the ECP congress theme "Tradition meets the future" reflects who we are: a company deeply rooted in histopathology traditions with a proud legacy of quality and reliability, yet constantly pushing boundaries to transform the...'

The following section features a photo of a woman pointing at a screen displaying colorful pathology images. The text says: 'News - Discovery of lesions indicating morphological changes. Prostate cancer: AI finds changes missed by pathologists'. Below this is a short paragraph: 'Men assessed as healthy may still have an early focus of prostate cancer. Using AI, researchers found signs that were missed in more than 80% of samples of men who later developed cancer.'

The final section has a blue and white graphic with the text 'Enhancing FISH Sensitivity'. Below this is the text: 'Webinar - On-Demand CD138+ Plasma Cell Isolation Course'. This is followed by a short paragraph: 'Learns how to perform CD138+ enrichment in our free, on-demand course covering sample collection, isolation, and processing. Watch again-del 15-30 minute lectures and quizzes at your own pace, and earn a certificate by completing an optional final...'

## 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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