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October 2026

healthcare-in-europe.com

Mediadaten 2027



**MGB
FACHVERLAGE**

mediadaten.mgo-fachverlage.de

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!

Target groups

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

Page visits: 350,000 per month

Unique visitors: 230,000 per month

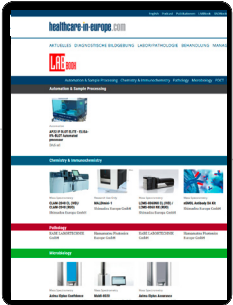
Average visit time: 3 – 4 min



European Hospital
digital & print



RADBook



LABBook



Newsletter healthcare-
in-europe

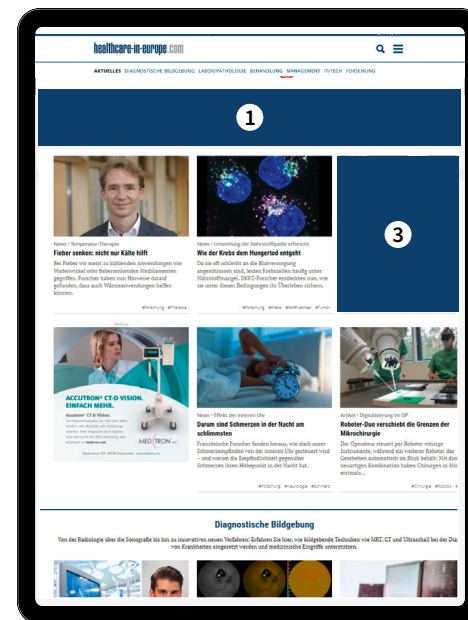


Podcast



healthcare-in-europe.com

advertising formats	details	International (English)	DACH (German)
1 Super Banner *	2800 x 600 px (Desktop) 400 x 600 px (Mobile)	2.030,- €	1.520,- €
2 Interscroller banner*	1 background image (2400 x 1350 px) 2 foreground images (Desktop: 1800 x 1200 px; Mobile: 750 x 1120 px; must have transparency)	2.240,- €	1.650,- €
3 Rectangle	400 x 400 px	3.050,- €	2.240,- €
4 Skyscraper	160 x 600 px (excluding „placement in-article“)	3.660,- €	2.440,- €



Information

More information on supported file types, run time and deadlines of all website banners can be found on page 5.

* run time: 1 week

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

advertising formats	details	price international (english)	price DACH (german)
1 Header	1150 x 100 px (Desktop) 690 x 75 px (Tablet)	4.440,- €	3.700,- €
2 Content	270 x 270 px (Mobile)	3.050,- €	2.499,- €
3 In-article	690 x 75 px (Desktop) 270 x 270 px (Mobile)	3.700,- €	2.340,- €
4 Bundles	Prices on request.		

Information

Deadline of submitting material:

2 weeks prior to publication

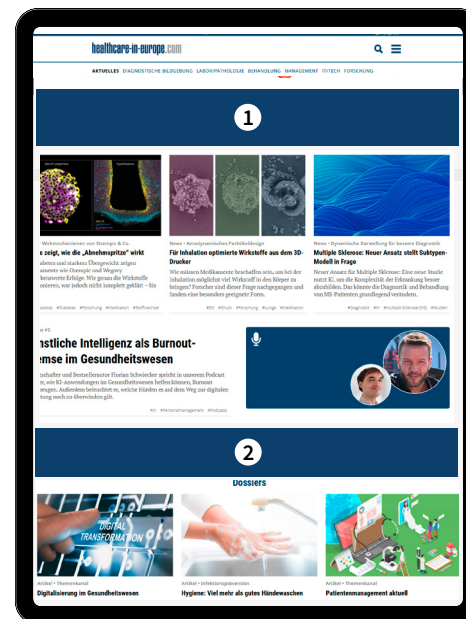
Supported file types: JPG or PNG (JavaScript/Flash/Shockwave/Audio cannot be incorporated)

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%).

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



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Additional fees apply when paying with PayPal.

advertising formats	details	price international (english)	price DACH (german)
1 Square		3.150,- €	2.340,- €
2 Widescreen	• 4.000 characters • max. 1-3 images (min. width 1.500px)	3.520,- €	3.200,- €
3 Product of the month (POM)		2.800,- €	2.340,- €
4 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)	3.200,- €	2.340,- €

Information

Deadline of submitting material:
2 weeks prior to publication

Supported file types: JPG or PNG, .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 %).



Prices & formats

Online product visibility for manufacturers and suppliers serving the laboratory and pathology community.

Digital Product Packages

All product entries are transferred to the LABBook database on: www.healthcare-in-europe.com and remain visible for 12 months.

Product packages

Each package includes category assignment, company details and online publication on healthcare-in-europe.com.



advertising formats	details	price
1 Single product entry	• 1 product entry product image product description category assignment company details • Online visibility for 12 months on www.healthcare-in-europe.com	390,- €
3 Basic Package	• Up to 3 product entries category assignment company details • Online visibility for 12 months on www.healthcare-in-europe.com	990,- €
3 Full Package	• Up to 6 product entries category assignment company details • Online visibility for 12 months on www.healthcare-in-europe.com	1.690- €
3 Business Package	• Up to 12 product entries category assignment company details • Online visibility for 12 months on www.healthcare-in-europe.com	2.490- €

Database included!

All product entries are published on healthcare-in-europe.com for 12 months and benefit from continuous online visibility within the laboratory and pathology community.

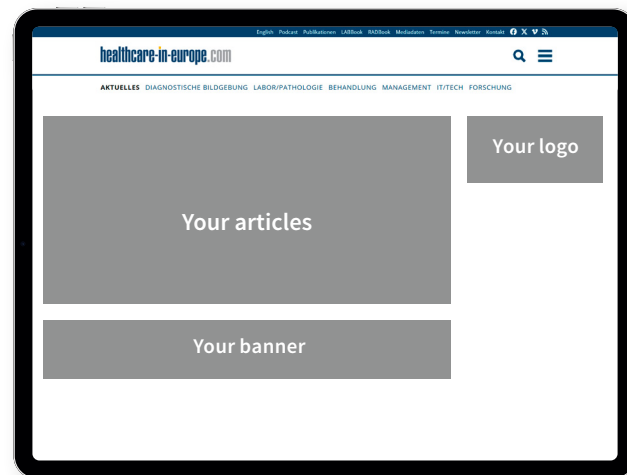
We offer you an individual website, embedded in healthcare-in-europe.com, which is dedicated to a specific topic.

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



advertising formats	details	price international (english)	price DACH (german)
1 Header banner	• 590 x 75 px (Desktop/Tablet) • 270 x 270 px (Mobile)	2.340,- €	1.580,- €
2 Content banner		2.090,- €	1.420,- €
3 Sponsored article	• 4,000 characters • max. 1-3 images (min. width 1500 px) • 1 preview image (550 x 550 px)	2.190,- €	1.520,- €
4 Product entry	• 4.000 characters • max. 1 product photo	665,- €	560,- €
5 Event promotion	• Event name, date/duration • URL	560,- €	400,- €
Recipients: 27,000 (English); 12,000 (German)			

Information

Deadline of submitting material: 2 weeks prior to publication

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



Co-branded



Standalone

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

- including 1 sponsored article*

price international (english): 4.998,- €

price DACH (german): 3.760,- €

Standalone newsletter

Prices on request.

We inform our customers about all relevant congresses/trade fairs in a special newsletter. More dates are available on request.

Trade show	Event Date	Publishing Date
World Health Expo	25.-28.01.2027	25.01.2027
ECR	03.-07.03.2027	03.03.2027
DMEA	13.-15.04.2027	13.04.2027
RÖKO	05.-07.05.2027	05.05.2027
EuroMedLab	16.-20.05.2027	13.05.2027
ADLM	25.-29.07.2027	22.07.2027
ESC	27.-30.08.2027	27.08.2027
ESP / ECP	04.-08.09.2027	03.09.2027
RSNA	14.-18.11.2027	11.11.2027
MEDICA	15.-18.11.2027	15.11.2027 & 17.11.2027

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

Information

Deadline of submitting material: 2 weeks prior to publication

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



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: €11,900

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



RADBook provides a comprehensive overview of the latest and most innovative diagnostic imaging systems for medical professionals and healthcare decision-makers across Europe. Designed for radiologists, cardiologists, and hospital executives, it serves as a practical guide for evaluating, purchasing, and upgrading imaging technologies.

Each chapter begins with an expert article highlighting current trends, technological developments, and innovations within the respective field. These insights are complemented by structured product overviews covering digital mammography, digital X-ray systems, CT, MRI, ultrasound, PACS & RIS solutions, and related accessories, enabling readers to compare available solutions efficiently and make informed investment decisions.

Published annually in conjunction with the European Congress of Radiology (ECR), RADBook reaches a highly qualified audience of medical experts and decision-makers in European hospitals. With a print run of 10,150 copies, it is a valuable reference source for professionals seeking an overview of the latest developments in diagnostic imaging and healthcare technology.

Interested in presenting your products and solutions to this specialized audience?

We would be happy to advise you. Contact us to discuss the opportunities available in RADBook.



European Hospital is one of Europe's leading healthcare publications, delivering up-to-date news, expert insights, and in-depth analysis of scientific, clinical, technological, and economic developments across the healthcare sector. The publication serves as a trusted information source for healthcare professionals, hospital managers, decision-makers, and industry leaders throughout Europe.

Each issue explores the latest advances in medical technology, diagnostics, treatment, healthcare management, and market trends. Through expert contributions, industry reports, and case studies, European Hospital provides readers with valuable insights into a rapidly evolving healthcare landscape and supports informed decision-making in clinical practice and hospital management.

Available in both print and digital formats, European Hospital reaches more than 30,000 subscribers across Europe. With three regular issues per year, plus the special European Hospital @ MEDICA edition, the publication offers advertisers direct access to a highly qualified and influential audience actively involved in shaping the future of healthcare.

Interested in reaching healthcare professionals and decision-makers across Europe?

We would be happy to advise you on the advertising and communication opportunities available in European Hospital. Contact us to learn more.



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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