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# EUROPEAN HOSPITAL

media kit 2027



**MGB  
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### Profile

European Hospital is a leading quarterly publication providing up-to-date information and in-depth analysis of scientific, clinical and economic developments across the European healthcare sector.

The publication serves as an independent point of reference for healthcare professionals, hospital decision-makers and industry leaders, covering clinical innovation, technology and market developments in a sector defined by strict regulation, high stakes and constant change.

**EUROPEAN HOSPITAL – The European forum for those shaping the business of healthcare.**

**Frequency:** 3 issues per year + European Hospital @MEDICA

European Hospital is available both in print and as an e-book, reaching over 30,000 subscribers.

### Target groups

Professionals and decision-makers from the European healthcare sector (mainly CEOs, Medical Directors, Head Physicians and IT Specialists).

### Our topics

- Radiology
- Laboratory
- Pathology
- Health IT
- Surgery
- Artificial Intelligence
- Women's Health



RADBook



LABBook



European Hospital  
online



Newsletter healthcare-  
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healthcare-in-europe.com

**We report on radiology, laboratory and pathology in each issue.  
In addition, there is always another focus topic.**

| Issue  | Publishing Date   | Booking & Editorial deadline | Advertising material deadline | Focus topics                                                            | Fair & congresses                                                                               |
|--------|-------------------|------------------------------|-------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| 1-2027 | February 23, 2027 | January 29, 2027             | February 5, 2027              | <b>Radiology, Women's Health, Laboratory Medicine</b><br>(inkl. EH@ECR) | ECR, LABS EXPO, DMEA, ICIM, HIMSS, RÖKO, WFUMB                                                  |
| 2-2027 | June 1, 2027      | April 30, 2027               | May 4, 2027                   | <b>Health IT, Cardiology, Neurology</b>                                 | AACD / ADLM, EuroMedLab, ESC, EUROSON, GITEX AI Europe, WHX Labs                                |
| 3-2027 | September 2, 2027 | August 7, 2027               | August 10, 2027               | <b>AI, Digital Pathology, Oncology</b>                                  | ECP, RSNA, ESCR, BMJ Future Health Digital Health / AI, MEDICA, Automa, RKR, ESMO Congress, JFR |



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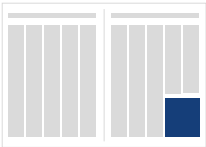
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- Additional publication of the sponsored article on the website healthcare-in-europe.com (English version)
- Sponsored article included in the English newsletter of healthcare-in-europe

**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
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