

MEDIAKIT 2016/17

# 42.NEWS

HIMSS Europe

[www.42news.de](http://www.42news.de)

[www.42news.at](http://www.42news.at)

[www.42news.ch](http://www.42news.ch)



Reach the people  
who make the  
decisions about IT,  
who implement IT and  
who work with IT in  
healthcare.

*“Wow – very stylish and brave – such a magazine for the healthcare IT community. It is absolutely ‘spirit of the time’ for a community, which doesn’t know its own value.”*

Marc Oertle, MD & CMIO, Spital STS AG, Thun, CH



www.42news.de

www.42news.at

www.42news.ch

*“If you want something new,  
You have to stop doing something old.”*

*Peter F. Drucker*

## ABOUT

For the health IT sector to be heard

P4

---

## AUDIENCE

READERSHIP: People who want to get things moving

P5

---

## EDITORIAL CALENDAR

42.NEWS 2016/17

P6

---

## RATES & FORMATS

Editorial Talk

P7

Panel Proceedings

P7

HealthTech Wire News/Interview Creation

P8

TED Talk

P8

Blog

P9

Content Placement

P9

Banners & Specs

P10

---

## CONTACT

P11



## FOR THE HEALTH IT SECTOR TO BE HEARD

### Expertise, information, interaction.

With **42.NEWS** we created a news portal that pursues what the **journal 42** did: stories straight out of and for the community. Informative, entertaining, intelligible – and now accessible and usable wherever you go.

**42.NEWS** is the first cutting-edge news portal of the German speaking healthcare IT sector. Our readers in Germany, Austria and Switzerland [D-A-CH] seek to be informed – in a continuous, innovative way. This interactive online platform portrays process-driven IT as one of the cornerstones of medical work and also of hospital management. It bridges the communication gap that all too frequently still exists between IT managers, the different functional areas as well as policy makers and hospital management.

Independent stakeholders from the healthcare IT sector enhance the portfolio through regular contributions with blogs straight from the frontline,

offering an insight into developments of clinical work, examining problems and presenting solutions.

Against the backdrop of day-to-day hospital operations, topics such as patient safety, pharmacotherapy (AMTS), Big Data, Business Intelligence, convergence and cost-effectiveness are put into context and related to everyday healthcare practice. This is what drives the research and articles of the first rate and highly experienced editorial team of **42.NEWS**.

Innovative topic hubs give you the option to gain an audience that is much more targeted to your specific offering. The hubs are accessible via **42.NEWS** homepage and collate all content relevant for a particular audience.



## READERSHIP: PEOPLE WHO WANT TO GET THINGS MOVING.



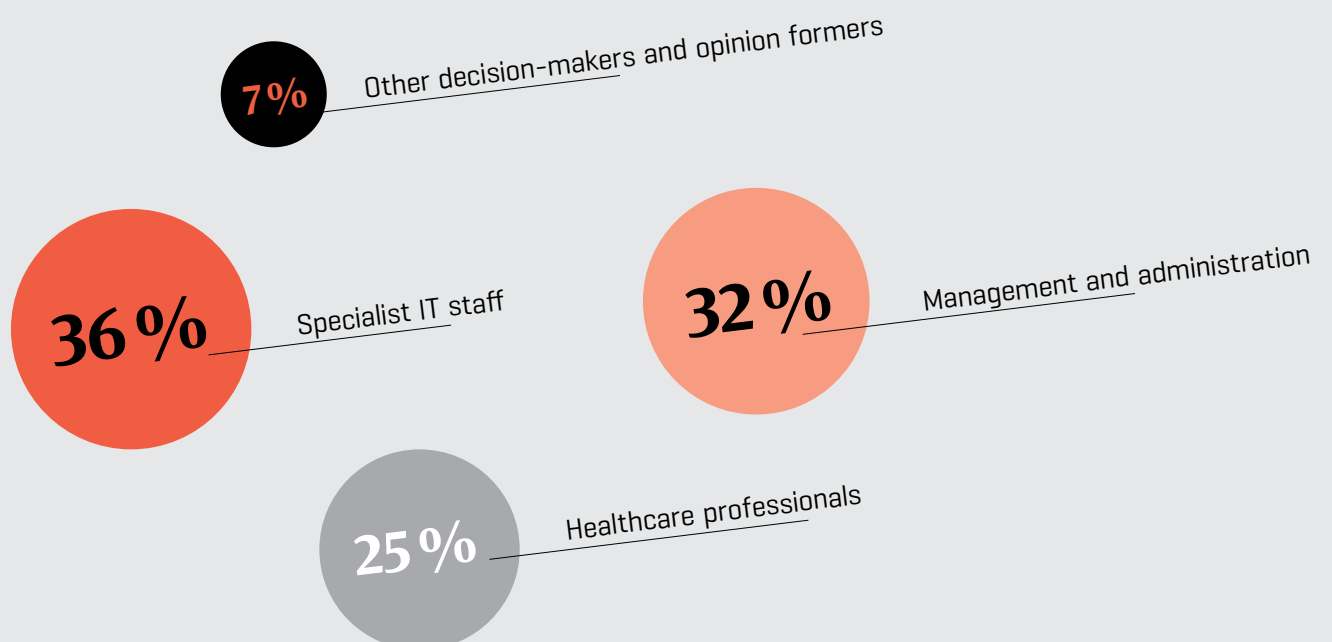
CIOs, IT managers, commercial and medical directors, lobby groups, professional organisations in healthcare IT, as well as political decision-makers in the entire German-speaking area - specifically **Germany, Switzerland and Austria**.

Our **D-A-CH Community** comprises around **6,000 healthcare IT professionals**, which we provide with news and interviews on a daily basis.

Firm media coverage from the healthcare IT sector's main events completes the picture.

### D-A-CH market in numbers

- D-A-CH Community comprises around **6,000** healthcare IT professionals
- **2,350 copies** per issue of **journal 42** have been distributed to individual healthcare IT professionals as well as HIMSS events and HIMSS partners' events
- The new **42.NEWSLETTER** reaches **5,400** healthcare IT professionals in Germany, Austria and Switzerland

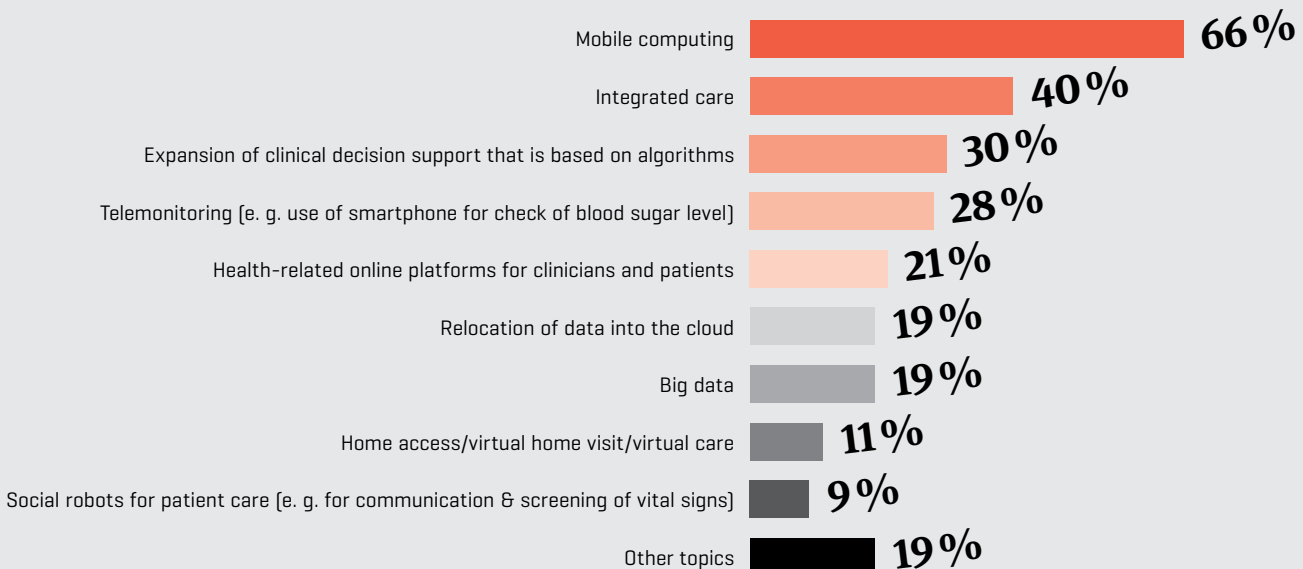


**42.NEWS 2016/17** *Topics are subject to change*

<b>SEPTEMBER</b>	<b>EHR/ePatient:</b> National eHealth projects: strategy, goals, systems, practice
<b>OCTOBER</b>	<b>Cloud Computing:</b> There are some smart solutions not only outside but also already inside the hospital world
<b>NOVEMBER</b>	<b>Safety first!</b> But what happens to your MRT/CT/ultrasound? MIT/Cybersecurity
<b>DECEMBER</b>	<b>EMRAM – Benchmarking tools for hospital IT:</b> What’s coming next? Where is the benefit for hospitals and regions or radiology wards? Which ones are the lighthouse projects?
<b>JANUARY</b>	<b>Future of work/Digitization:</b> Challenge and opportunity
<b>FEBRUARY</b>	<b>Artificial Intelligence:</b> How deep learning technology will revolutionize medicine! Public health management
<b>MARCH</b>	<b>Precision medicine – Second moonshot:</b> Are we up to speed or do we need to catch up?
<b>APRIL</b>	<b>Clinical Decision Support:</b> Clinical Decision Support: Do you have all the information? You are able to provide better care! We won’t let the doctors alone with all this information.
<b>MAY</b>	<b>Interoperability, interdisciplinarity, translational</b>
<b>JUNE</b>	<b>ePatient:</b> I collect my own data, get my own information and want to share it with my professionals.

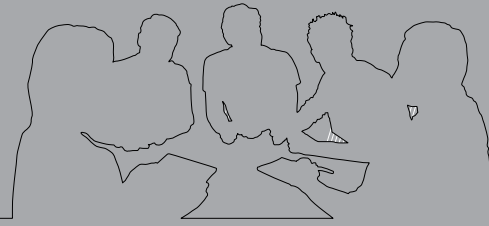
Editorial Contact: [redaktion42@himss.org](mailto:redaktion42@himss.org)

**What do you think are the 3 most important future topics for hospital IT within the next 5 years?**



Source: Krankenhaus-IT Trends 2015, HIMSS Europe

## Editorial Talk



Editorial Talks between users and industry look at why IT solutions – which technically have a great potential for the betterment of quality, transparency and documentation of processes in the hospital– still have a hard time trying to dominate. What are the barriers for their implementation? Which benefit is being diagnosed and which need is being feared? What duties do users and suppliers have to reach the desired goal? These and many more questions will be addressed during the editorial talk, aiming to offer a diverse picture. The Editorial talk will be organised, moderated and processed by chief editor Claudia Dirks.

### Execution

- The editor of 42.NEWS and three interviewees (two independent thought leaders chosen by the moderator and one solutions provider) meet for the talk
- One key topic will be discussed: one voice on the pro-side, one on the contra-side and one voice from the industry
- Suppliers face the challenge within an open discussion and get the chance to highlight their know-how in its context
- The resulting article will be published on 42.NEWS

**RATE: € 4,500.-** excl. VAT

## Panel proceedings



Our experienced journalists and photographers attend a session you are taking an active role in at one of our HIMSS Europe or partner events and frame it with their editorial coverage. Quotes and focus points of presentations and discussions will be captured and summarized. The resulting report will be published within the suitable topic hub on 42.NEWS.

### Execution

- Briefing with journalist on your key messages
- Editorial coverage of full session during event covered by experienced 42.NEWS journalist
- Additional interviews conducted with panelists/speakers at the event, if required
- Result will be a 1000-1,200 word editorial with professional photography of session included
- Coverage will be published within the suitable topic hub on 42.NEWS
- One week prominent visibility on the homepage of 42.NEWS
- PDF can be used for other marketing purposes

**RATE: € 4,500.-** excl. VAT

## HealthTech Wire News / Interview creation



HealthTech Wire is the industry's news service, featuring business and product news from vendors, universities, associations and other professional healthcare stakeholders.

HealthTech Wire is a content creation and distribution service for innovative healthcare technology organisations allowing you to communicate directly with your customers, partners and users. It gives you access to HIMSS journalists, who help you create professional content about new solutions, product innovations or business developments. With HealthTech Wire you can increase the efficiency of your corporate communications by controlling timing, budget and messaging of your content assets.

As part of the newly launched 42.NEWS HealthTech Wire will have a new home. Readers will find your industry content embedded in the news from the whole healthcare IT sector. Your benefit: industry news will not only appear in the dedicated HealthTech Wire news channel on 42.NEWS but also in the suitable topic hub. This way our topic-oriented readership will be able to access your content via the respective hubs.

News and interview published on HealthTech Wire reach the whole D-A-CH Community via 42.NEWS.

### Execution

- Creation of a news / conduction of an interview by one of our experienced journalists on a topic you choose
- News / interview can consist of between 500 and 1,000 words
- Publication of news / interview in the category HealthTech Wire on 42.NEWS and the respective topic hub
- One week of permanent visibility on 42.NEWS' homepage.
- HealthTech Wire editorial guidelines apply
- PDF can be used for other marketing purposes

**RATE: € 1,990.-** excl. VAT

## News publication only

Ready to go news will be submitted to us for publication in the HealthTech Wire section of 42.NEWS.

**RATE: € 450.-** excl. VAT

## Inclusion in 42.NEWSLETTER

Get more visibility by having your news included in the 42.NEWSLETTER being sent to the whole D-A-CH Community.

*Please note: limited availability.*

**RATE: € 200.-** excl. VAT

## TED Talk\*

Partners and exhibitors can be part of our TED talks and will be given up to 10 minutes for the presentation of an idea, a successful project or a product in a personal and appealing way. The professionally recorded video-material will be processed and published on 42.NEWS.

\* For the implementation of the TED Talk a minimum of three booked recordings per event is required.

**RATE: € 2,500.-** excl. VAT

### Execution

- Creation of a video by our experienced film team at one of our conferences
- The resulting video will be of around 5 to 6 minutes
- Publication of the video on 42.NEWS and promotion via social media
- One week visibility on the homepage of 42.NEWS followed by presence on relevant section
- You will be provided with the video for other marketing purposes



## Blog

Our blogs are provided by HIMSS' editors as well as allied stakeholders from the healthcare IT sector. Regular blog posts, latest events, findings and projects will be covered online for the community to be part of it. Within that section of 42.NEWS you can provide us with your own blog post on a topic relevant for all the stakeholders in our community.

**RATE: € 1,500.-** excl. VAT

### Execution

- Blog post will be submitted to us.
- It can be up to 500 words
- Publication of the blog post on 42.NEWS
- One week visibility on the homepage of 42.NEWS followed by continued posting in relevant section
- Promotion via social media



## Content Placement

Existing videos, ebooks or white papers can be published on 42.NEWS.

### Please note:

All content published on 42.NEWS has a comment function included and can be shared directly via social media icons. This way readers can share and discuss directly within the page and its linked social media channels. [Submitted comments require approval by 42.NEWS editorial team.]

**RATE: € 800.-** excl. VAT

### Execution

- Existing videos (up to 5 minutes long), ebooks or white papers will be submitted to us
- Publication on 42.NEWS
- One week visibility on the homepage of 42.NEWS followed by presence in relevant area
- Promotion via social media

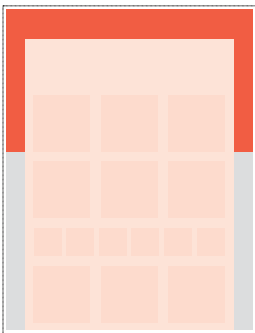
## BANNERS

Book your space in the highly interactive environment of 42.NEWS now. Branding options range from overall visibility to on-topic within our Hubs.

Banner	Specs	Minimum unit	Rates <small>[net]</small>
Homepage <b>Wallpaper</b>	1344x760 px (jpg/gif) mobile: 320x100 px (jpg/gif)	2 months	€ 3,600
Homepage <b>Billboard</b>	970x250 px (jpg/gif) mobile: 320x100px (jpg/gif)	1 month	€ 1,000
Landingpage Hub <b>Billboard</b>	970x250 px (jpg/gif) mobile: 320x100 px (jpg/gif)	1 month	€ 1,000
Homepage&Landingpage <b>Square</b>	320x320 px (jpg/gif) mobile: 200x200px (jpg/gif)	1 month	€ 1,000
Topic Hub Billboard & Leaderboard Combination <b>Leaderboard</b>	728x90 px (jpg/gif) mobile: 320x50px (jpg/gif)	1 month	€ 800
<b>Topic partnership</b> <small>[access via homepage]</small>	For more information, please contact us.	6 month	€ 40,000
<b>Newsletter Leaderboard</b> sent to D-A-CH Community of 6,000	728x90px (jpg/gif)	1 issue	€ 1,000

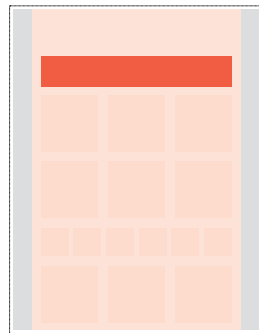
*10% discount will be applied to HIMSS Europe corporate members*

## SPECS



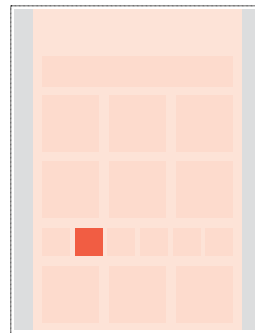
**HOMEPAGE WALLPAPER**

**Size:** 1344x760 px  
**Mobile:** 320x100 px



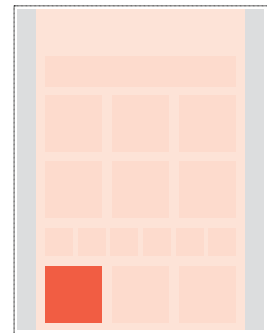
**HOMEPAGE/LANDINGPAGE BILLBOARD**

**Size:** 970x250 px  
**Mobile:** 320x100px



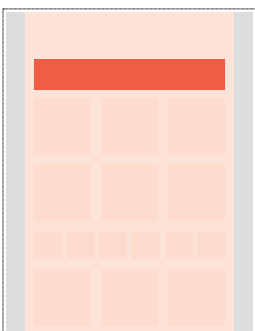
**HOMEPAGE & LANDINGPAGE SQUARE SMALL**

**Size:** 200x200 px  
**Mobile:** 200x200px



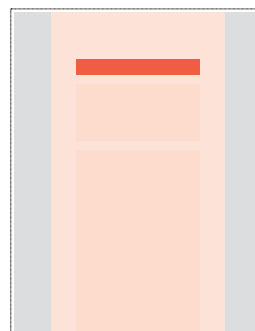
**HOMEPAGE & LANDINGPAGE SQUARE BIG**

**Size:** 320x320 px  
**Mobile:** 200x200px



**TOPIC HUB BILLBOARD & LEADERBOARD COMBINATION**

**Size:** 970x250 px    **Mobile:** 320x50 px



**NEWSLETTER LEADERBOARD**

**Size:** 728x90px

www.42news.de

www.42news.at

www.42news.ch

*“Praise! This Journal is very helpful for our daily work. Thanks a lot for the real-world examples. It is readable and shows, that IT is not only the problem, but often the solution.”*

*Helmut Schlegel, CIO of Klinikum Nuernberg*



# 42.NEWS

HIMSS Europe

HIMSS Europe GmbH

Lennéstr. 9  
10785 Berlin  
Germany

T: +49 [0]30 46 7777 330

**FOR ADVERTISING ENQUIRIES, PLEASE CONTACT**

Adeline Goffin, agoffin@himss.org, +49 [0]172 450 07 41